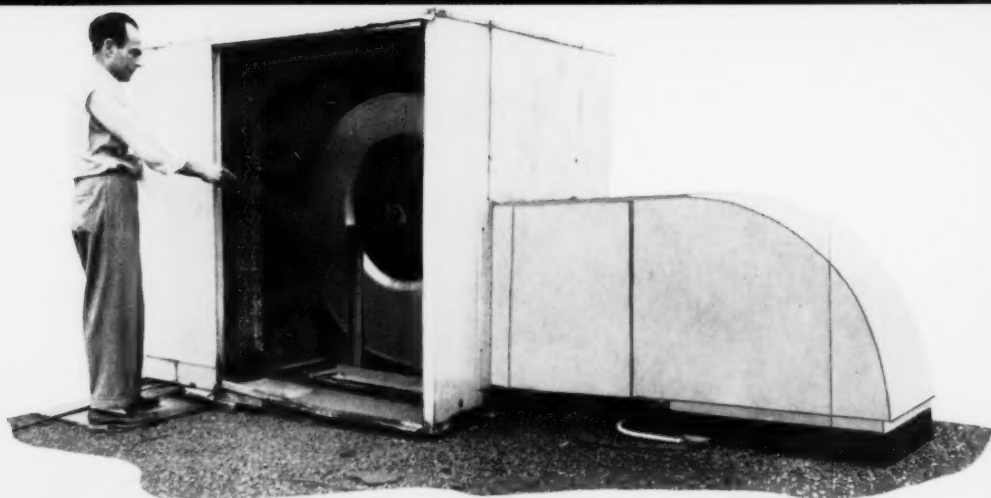


Starchroom

LAUNDRY JOURNAL

First in the Laundry Industry since 1893



It goes in here. Royal Service Laundry's rooftop air-cooling unit is opened to show how cool, washed air is drawn down into the plant for employee comfort. See page 8

How to get the most benefits out of a tie-in promotion . . . Page 16

What plantowners should know about sewer service rates

. . . Page 22

Selling by phone can be easy after reading this article

. . . Page 28



MAY, 1956



You can't take comfort from your starch job until he does, too

No use relaxing until shirtwork volume shows you're getting them *back*. The man who wears the shirts is hunting for a starch job that keeps him looking *fresh*, feeling *comfortable* all day long.

That's your cue to get, or keep, his business. Size with **VELVET RAINBOW** to give him *exactly* what he wants . . . crisp pliability in collar and cuffs, the soft ease he demands in the body.

Visibly better shirtwork, faster finishing . . . and

VELVET RAINBOW costs less than one penny for every five shirts. Call your jobber today.

• • •

Here are the *first showing dates* of the Quentin Reynolds "Operation Success" show, arranged by Huron and promoting your professional laundry service:

Beaumont, Texas	Channel 31, KBMT, May 16
St. Joseph, Missouri	Channel 2, KFEQ, May 26
Great Bend, Kansas	Channel 2, KCKT, June 9
Idaho Falls, Idaho	Channel 3, KID-TV, June 22
Palm Beach, Florida	Channel 5, WJNO, July 8

VELVET RAINBOW STARCH

GUARANTEED
50% VELVET WHEAT

THE HURON MILLING COMPANY *Executive Office:* 3101 N. WOODWARD, P. O. BOX 9, ROYAL OAK, MICHIGAN
Sales Offices: 9 PARK PLACE, NEW YORK 7; 161 E. GRAND AVE., CHICAGO 11; 383 BRANNAN ST., SAN FRANCISCO 7;
607 SECOND NATIONAL BLDG., CINCINNATI 2. *Factories:* HARBOR BEACH, MICHIGAN.

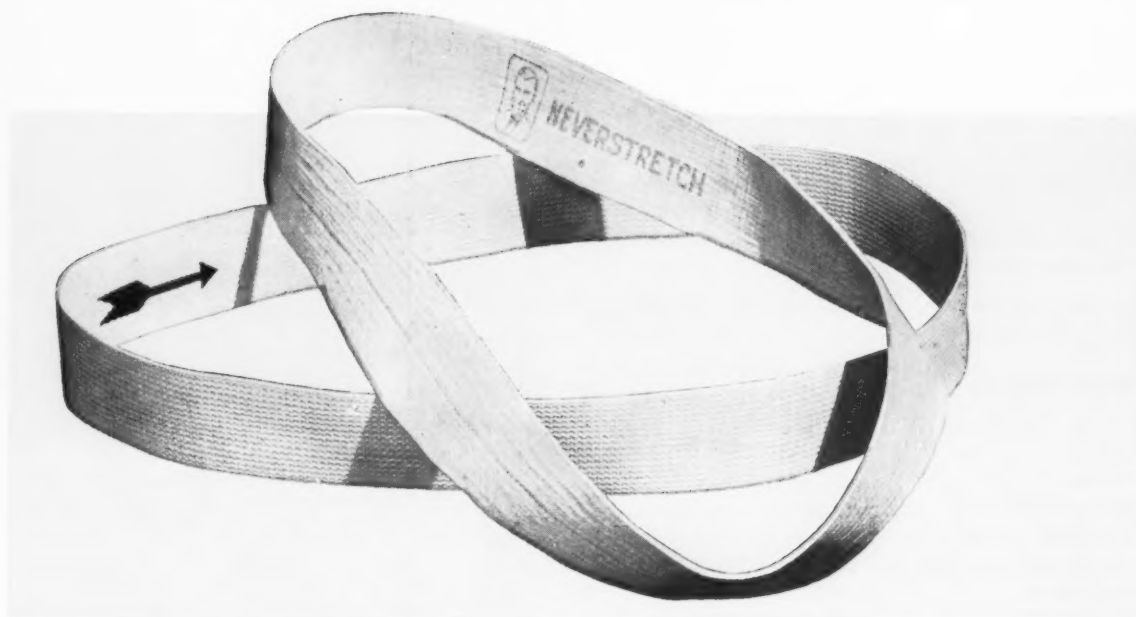


Look for the **BIG**



DIFFERENCE

in feed ribbons



Southern Mills' patented re-inforced construction minimizes stretching and narrowing . . . results in constant firm quality which gives many EXTRA hours of balanced running.

NEVERSTRETCH

**WOVEN-ENDLESS
RIBBONS**

ALSO RED ARROW (SPliced)
AND CLIPPER LACED

SOUTHERN MILLS, INC.

585 WELLS STREET, S. W., PHONE JACKSON 4-1991, ATLANTA 3
10-103 Merchandise Mart, Phone Delaware 7-5193, CHICAGO 54
1641 South McGarry Street, Phone Richmond 7-0261, LOS ANGELES 21
1627 West Fort Street, Suite 515, Phone Woodward 1-9673, DETROIT 16
4924 Greenville Avenue, Phone Forest 8-4377, DALLAS 6
233 Broadway, Phone Beekman 3-9260, NEW YORK 7



PUBLISHED MONTHLY SINCE 1893

VOL. LXIII, NO. 5

MAY 15, 1956

READER'S GUIDE

Features

How To Beat the Heat in Your Plant This Summer	8
Case History No. 1—Production Increases 30%	9
Case History No. 2—Successful Installation Widely Copied	12
It Don't Mean a Thing If You Ain't in the Swing	16
What You Should Know About Sewer Service Charges	22
Selling Laundry Service by Phone	28
The Royal Road to Success	38
What Holland's Doing About Quality	46
Fluff & Fold Attracts New Customers	50
Engineering	
The Prospects for Air-Conditioning Laundries	70

Convention

The Spring Sales Offensive	56
Tennessee Association Formed	62

Departments

Editorial	6
Laundry Business Trends	20
Rhapsody in Bellew	65
Laundry News Notes	66
Engineering Questions and Answers	75
New Products and Literature	78
News From the Allied Trades	82
Convention Calendar	89
Obituaries	90
Index to Advertisers	95
In the Wash	96

NED WINTERSTEEN executive manager

HENRY MOZDZER
editor

LOU BELLEW
West Coast editor

GERALD WHITMAN
ROGER GANEM
HARRY YEATES
associate editors

GALINA TERR
managing editor

ROLLIN NELSON
presentation editor

JOSEPH C. McCABE
engineering editor

LOUISE MAZZA
assistant editor

EDWARD W. KORBEL
advertising director

JOHN J. MARTIN
assistant to the
executive manager

Advertising Staff
JAMES D. NOLAN
New York

RICHARD M. COPELAND
Chicago

CATHERINE A. CARROLL
production manager

MICHAEL RUBIN
circulation manager

Published monthly by the Business Papers Division, The Reuben H. Donnelley Corporation, 305 East 45th Street, New York 17, N. Y. David L. Harrington, Chairman of the Board; Gaylord Donnelley, Vice-Chairman of the Board; Curtis E. Frank, President; Albert M. Andersen, Executive Vice-President; Harold P. Harper, Donald B. Arnold, Hamilton B. Mitchell, Giles B. McCollum, Vice-Presidents; Edward A. O'Rourke, Assistant Vice-President; Karl G. Clement, Controller; James H. Evans, Secretary-Treasurer. Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada, \$4.00 per year in advance, foreign countries in Postal Union, \$6.00. Single copies: United States and Canada, 50 cents; foreign, 75 cents; Guidebook issue, \$1.00. Publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations, Volume LXIII, No. 5. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

Executive, Editorial and General Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000. Chicago Editorial and Advertising Offices, 14 East Jackson Boulevard, Chicago, Illinois. Telephone: WEBster 9-5255. West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

West Coast Advertising Representatives: Smith & Hallyday, Russ Building, San Francisco 4, California, and 5478 Wilshire Boulevard, Los Angeles 36, California.

Copyright 1956, Business Papers Division, The Reuben H. Donnelley Corporation. Entire contents of this publication covered by general copyright. All rights reserved.

Postmaster: Mail Form 3579 for undeliverable copies to 305 East 45th Street, New York 17, N. Y.



Momma and Poppa Make a Dent

We remember being impressed by the survey which revealed there were something like 12,000 neighborhood laundries in existence today. We knew that the number of automatic, self-service, washerette and similar store operations was increasing. And that this industry had made tremendous strides these past 10 years. But it took a talk with one of our allied trades friends to really bring these developments into sharp focus. He had a wealth of information which bears repeating here.

Take Boston as a case in point. According to our informant, there are now 380 neighborhood laundries in the Greater Boston area. And new establishments are going in at the rate of one a week. (The typical new plant represents an investment of \$15,000.) While there are frequent changes in ownership, only a few of these businesses actually fold up—less than two a year.

Of the 380 total, all but 18 are owned by different individuals. The majority are "Momma and Poppa" operations which gross on the average \$275 per week with shirt and drycleaning service farmed out.

The self-service aspect of the business is gone. None of the plants in the area operates on this basis exclusively. About one-fourth of the plants are, in fact, installing professional laundering equipment.

Better than 85 percent of the customers patronizing these establishments have their work dried and in almost all cases the work is returned to them folded. The cost of wash-dry-fold service here averages out to about 10 cents per pound.

Another item of interest picked up during a recent field trip was the report that a couple of professional plants are now encouraging housewives to bring in their laundry bundles for drying and finishing service only.

The plant operators, in this case, recognized the fact that most women have no problem in getting their clothes washed. But they still don't have an easy way to get it ironed.

When such a bundle is brought in, some item (usually a shirt) is pulled and rewashed. It is then finished and returned with the rest of the bundle. It is hoped that the comparison between the home wash and the professional one will be so obvious that the housewife will be encouraged to let the laundry do it. The idea is reported to be working out quite satisfactorily.—Henry Mozdzer

Washroom Force REDUCED BY TWO MEN



DOMESTIC LAUNDRY, Wichita

did it with TROY Fullmatics®

Converting to Troy Fullmatic washers is paying off big for Domestic Laundry, Inc. of Wichita, Kansas. Domestic replaced nine washers with four new Troy Fullmatic Slyde-Out models and an Olympic extractor. So far, this equipment has eliminated two men and is expected to eliminate a third.

In addition, Russell H. Johnston, Domestic's vice president, reports more uniform quality washing with Troy's automatic controls.

To find out how converting to Troy washers would pay off in your plant, take advantage of Troy's free Survey Service. A trained Troy man will be glad to check your present equipment, methods, volume and other related factors. From this data he'll compute the dollars-and-cents figures you want on amortization and comparative production costs. The odds are you too can convert to modern Troy equipment — with the same kind of savings!

FREE LITERATURE . . . MAIL COUPON

Troy

LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

TROY LAUNDRY MACHINERY, Dept. SLJ-556
Division of American Machine and Metals, Inc.
East Moline, Illinois

Please send free literature on . . .

- ☐ Laundry Washers ☐ Olympic Extractors
☐ Without obligation, send details of your free Survey Service.

COMPANY _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

ATTENTION MR. _____

Nationwide Armour Velva-soft millions of new customers

Top-Notch Local Promotions, Teamed with
Exciting VELVA-SOFT Quality Features,
Boost Profits for Professional Laundries
From Coast-to-Coast... Border-to-Border



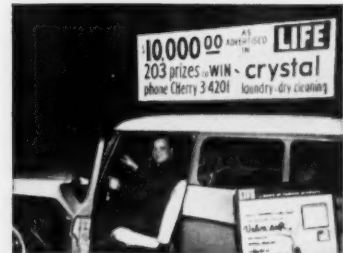
DETROIT, MICH. . . Miss Velva-Soft and Mrs. Detroit Institute of Laundering lead a parade of 30 laundries.



CHICAGO, ILL. . . Great Northern Laundry's big window display space.



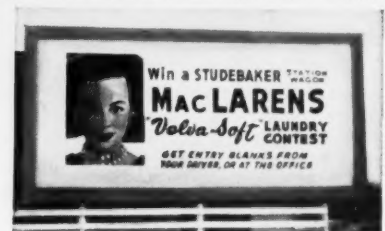
YOUNGSTOWN, OHIO . . . Thornton Laundry puts Velva-Soft on TV.



TOLEDO, OHIO . . . Crystal Laundry's eye-catching exhibit at Sports-Home show.



LAKELAND, FLORIDA . . . Lakeland Laundry and Cleaners tie-in with local auto dealer.



AUSTIN, MINN. . . MacLarens, Inc., tells public of Velva-Soft contest with eye-catching billboards.

2-Page LIFE Advertisement, Plus Tons of
Promotional Material, Pulls Orders For More Than 6 Million Entry Blanks



This overwhelming response is proof people prefer laundries that use Velva-Soft—and proof of the extra profits you can expect.

People see the difference! Towels are fluffier... more absorbent. Whites are whiter. Colors brighter. Customers like the feel of a Velva-Soft finish! Rough muslin sheets are luxuriously soft. Stiffly starched shirts lose that irritating scratchiness. Laundry becomes truly velvet soft! Try this amazing fabric softener! Send for a trial order right away!

Soft® Contest attracts for professional laundries!

And now—
use this big colorful
promotion package
packed with everything
you need to keep new
customers coming in



Send for the Velva-Soft
PROFIT PACKAGE—Packed
Full of Eye-Catching
Banners, Posters and
Other Sales Getting Aids.

© ARMOUR AND COMPANY

MAIL THIS COUPON NOW!

Armour Soap Division, Industrial Soap Department
1355 West 31st Street, Chicago 9, Illinois

- ☐ Please have representative call and explain the VELVA-SOFT PROFIT PACKAGE.
- ☐ Send free VELVA-SOFT booklet and price information.
- ☐ Please send me trial order (with a money-back guarantee) of new VELVA-SOFT with BLU-BRITE—125 lb. drum @ \$27.50.

☐ Check ☐ Money Order ☐ Bill Me

NAME _____

ADDRESS _____

FIRM _____

CITY _____

ZONE _____ STATE _____

ARMOUR

Soap Division
INDUSTRIAL SOAP DEPARTMENT

Growing old gracefully

At one time or another we all have cause to wonder why long-established businesses close their doors and are heard from no more.

Have they run out of ideas, money, patience? Or did the demand for their product just die out gradually?

One researcher thought the question had enough merit to warrant investigation. After probing the histories of a hundred business organizations, he found many reasons but this one stood out!

Most companies fail to reach a ripe old age because they are "one-man" operations. When the top man is no longer able to govern, the business usually folds.

We wonder if this does not explain, in part, why the number of professional laundries continues to dwindle from year to year.

In the light of our expanding economy, the opportunities for the industry have never been greater. Nor have new ideas and sales techniques ever been more prevalent.

The fault must lie with management itself. Not enough effort is expended in attracting new blood to the industry. And little, if any, thought is given to the matter of succession.

This becomes painfully clear when the firm is finally obliged to close its doors. It is not fair to the heirs, nor to the loyal employees. It's not good management.

Too many professional laundry plantowners regard their shrinking number as an omen that the industry is doomed to failure. Let's reevaluate the situation under a new light. If there is nothing wrong with business, then there must be something wrong with the businessman.

The U. S. News & World Report recently carried an interesting feature article based on an interview with Harold J. Ruttenberg. Interesting because Mr. Ruttenberg was once a union leader and is now a business owner.

One of the points Mr. Ruttenberg makes is that management, by and large, has failed to go out and sell a basic labor program of its own design that would be satisfactory to employer and employee alike. The unions have taken the initiative on this score and management is ever obliged to assume the defensive role.

How can management assume the offensive? The task is plainly one of education.

Mr. Ruttenberg points out that management turns its best crea-

tive efforts to wooing the consumer. Why not go all out, he asks, to sell the employee on a labor program of mutual benefit?

It seems to us that a logical starting point for such a program would begin with these questions: Is the plant considered a "good place to work"? And, "What can we do to make it so?"

The next step would be to tell the employees just what you are trying to do. There should, of course, be some suitable means of contact between management and the employee. In smaller plants this communication can be maintained by regularly held meetings, bulletin boards and letters. The best means, of course, is personal contact. In larger plants employee handbooks,

newspapers, public address systems, etc., can do the job.

Whatever ideas are presented should be presented promptly and accurately. There must always be mutual understanding and respect. If you would educate intelligently, the employee should be kept constantly informed as to the conduct of the business.

Only when labor has full possession of the facts can we expect it to assume its responsibilities.

Ever hear of P.O.M.G.? It's a wonderful policy that results in customer satisfaction and increased sales.

A jeweler up in Hartford, Connecticut, started P.O.M.G. many years ago. He advertised it and promoted it for all it was worth. He even went into hock to have his message broadcast on the radio (because he felt he couldn't afford *not* to advertise).

Today, this man has a highly successful jewelry business, a statewide reputation, and he owns his own radio station. Thanks to P.O.M.G.

What is P.O.M.G.? The initials represent the company's famous slogan "Peace of Mind Guaranteed." But it is more than just a slogan. It is an established policy that has acquired real meaning. The company insists that the customer must be satisfied. And it backs up what it says with deeds. In short, the consumer knows he can buy there with confidence.

Do your customers have peace of mind?

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.



"300% HIKE IN SPORT SHIRT VOLUME is due to perfect no-glaze finishing," says Sam Price (rt.) of Pilgrim Laundry, Chicago. Phenomenal boost started last spring when one of five 3-girl shirt units was equipped with Freeman Laundry Sport Shirt Pressplates, and routemen talked up "guaranteed glazeless, natural finish on sport shirts." Nearly 3,000 sport shirts a week are now being pressed with "natural" finish on one unit at same speed dress shirts. Big reason for getting more shirts out of homes, says Mr. Price, is that his customers pay **ONLY** dress shirt prices for beautiful sport shirt finishing.

finishing sport shirts at dress shirt rates[†] on present shirt units

Shirt laundries at last can offer their customers beautifully-finished sport shirts produced at standard dress shirt speed. Scores of plants are proving that fact daily.

Millions of sport shirts are just waiting for professional laundering at dress shirt prices. In 1955, for instance, for every dress shirt, two sport shirts were manufactured!

Although 63% of sport shirts are cotton, many plants price them at the same high level as sport shirts of acetate and other synthetics. So thousands of the cotton sport shirts "stayed home." And with them stayed a lot of dress shirts, too!

Another big chunk of the sport shirt market was lost because most plants couldn't finish the synthetics without ugly glaze on collar, cuffs, bosom and yoke.

Yet the sport shirt potential is so terrific, it could easily put a plant now operating in the red right back into the black.

Without complicated machinery, or change in shirt units, or change in operator procedure, any shirt laundry can now produce customer-

pleasing sport shirts by attaching Freeman Laundry Sport-Shirt Pressplates to the heads of shirt presses.

The plates have a *special surface that avoids glaze completely.* (Heat-treated springs fitted with tooled plastic knobs allow plates to be attached or removed in about one minute per press.)

Shirt laundrymen who see what Freeman plates do always go after sport-shirt business without delay, advertising and selling aggressively. One user offered sport shirts at dress-shirt prices; another even guaranteed "No-Shine Finishing."

Another advantage of Freeman Laundry Pressplates, besides all the promotional possibilities to users, is the classification feature.

Practically speaking, you can't identify the many types of fibers and blends of fibers used today. But with Freeman plates, you only need to separate sport from dress shirts. You don't have to classify cottons, acetates, Dacron,* Orlon**

*DuPont's trademark for polyester fiber.

**DuPont's trademark for acrylic fiber.

† On shirts of comparable weight and construction



ACETATE SPORT SHIRTS finished without glaze at dress shirt speed and cost. Collar-and-Cuff press shown here is one of six in Pilgrim unit equipped with Freeman Sport-Shirt Pressplates.



FREEMAN plates attach to head of press quickly, by means of special hooks. By simple removal of plates, unit is ready for dress shirts again.

or any other synthetic. All "sports," whatever their fabric content, can be finished without ugly glaze.

Because they give sport shirts a "showcase" appearance, finish them at dress-shirt speed[†] and allow the presses to be changed back to a dress-shirt unit in about 3 minutes *simply by removing the plates*, it is obvious that Freeman Sport-Shirt Pressplates are the one answer to "getting sport shirts out of the home."

You, too, can cash in on the great sport shirt market. Ask your jobber for information today!

FREEMAN "NO-GLAZE" LAUNDRY SPORT-SHIRT PRESSPLATES

For Typical 2-Girl Unit, \$140.00

Collar-& Cuff	\$49.50
Yoke	23.50
Bosom	39.50
Sleeve	27.50

For Typical 3-Girl Unit, \$179.50

Above four plates, plus	
Body	39.50

Also Furnished for Other Presses:

Cuff-& Gusset	27.00
Cuff	17.50
Collar	19.50
Bosom-& Body	39.50

**AVAILABLE IN FULL SETS
TO FIT MOST SHIRT UNITS**
(Not currently available
for cabinet-type presses)

Bishop David Freeman Co.
© 1956 B D F CO. EVANSTON, ILLINOIS

How to beat the heat in your plant this SUMMER

COMFORTABLE WORKING conditions offer more than a competitive advantage in today's labor market. They are also a means of maintaining production efficiency.

Laundry profits are closely tied to a stable and efficient work force. If laundry management can't provide a comfortable plant in which to work, the help will be attracted to other competitive firms that can.

Ventilating and cooling are really two different problems, although they are often handled by the same equipment. *Ventilation* might be defined as bringing in outside air and exhausting stale or used air. *Cooling* involves the reduction of heat, and may be accomplished by a number of means which do not affect air circulation. *Air conditioning* is generally understood to mean the simultaneous control of temperature, relative humidity, air motion, air distribution and ventilation.

Ventilating: If a plant consists of a relatively open area with a minimum number of walls or partitions, it can be most simply ventilated by a system of one or more exhaust fans at one end of the building and a row of open windows at the other end. Air is drawn across the entire interior expanse.

◀ **More air in plant** is result of overhead door in front office of White House Laundry, Pasadena, California. Owner Scott Johnson, well over 6 feet tall, shows headroom with entrance raised. Hollow columns at sides of entrance are fitted with pulleys and counterbalance weights to safely hold big doorway assembly at ceiling height, make it easy to raise or lower heavy standard-sized door and flanking glass panels. In winter doorway remains lowered, small door is used

Cover Photo

Royal Service Laundry of Mount Vernon, New York, installed its air-cooling system last year to maintain its busy production schedule. Employee comfort was naturally an important factor in attaining this end.

The firm bought five 15-ton units to service its main building which measures 160 feet long, 60 feet wide and 15 feet high. The ductwork runs from the units on the roof to registers above each work station and finishing unit.

Indoor temperatures during the summer reportedly averaged 8 to 16 degrees F. below outdoor temperatures. Result: Absenteeism was noticeably reduced and the work got out on time.

If the interior is chopped up there are almost certain to be dead spots with little or no circulation. In such cases it is necessary to install separate fans to break up these heat pockets.

The importance of air movement has been revealed by many researchers. Even though their temperatures may be the same, air in motion feels cooler than still air.

Where should the intake spaces and the exhaust fans be placed? Two basic points are involved. The first is that the air should be sucked in from the coolest side of the building—probably the north if the plant is exposed on all sides. The exhaust fans would be placed along the opposite wall.

The second factor involves placement of equipment. If heat-generating equipment were placed immediately adjacent to the intake spaces, there would be the possibility of heated air



having to pass all the way across the plant before it could be exhausted. The marking and sorting departments, then, would best be located on the coolest side of the plant.

The production area of a typical laundry, however, is filled with an assortment of processing equipment, almost every piece of which receives or discharges steam or hot water. Where possible, it would seem advisable that the rising heated air be pulled up and out of the working area as quickly as possible.

Propeller-type exhaust fans set in the roof of the building may be used for this purpose. If the exhaust system is sized properly—to provide 20 to 30 air changes per hour—the plant can be kept reasonably comfortable. To get the most benefit from this type of system all the windows in the plant should be opened an equal amount when the fans are in operation. This draws fresh air into the plant and creates a mild but comfortable breeze.

Cooling: Adequate ventilation may also be adequate cooling. If everything has been done to reduce the amount of heat being released in the plant, it may be entirely possible to make the place sufficiently comfortable without the use of specialized air-cooling equipment.

There are several ways in which the transfer of heat may be inhibited. One approach to the problem is the use of *insulation*. For example, properly covered, steam and hot-water lines help to reduce room temperature. Other heat sources which might be better controlled in this manner are tumblers, waste-heat generators and hot-water storage tanks.

Open troughs, such as those used in carrying dump water from the washers to the drainage system, contribute to heating the plant and can easily be covered with *plates* to minimize this action.

Canopies and hoods can also be used to carry off heat from finishing equipment as fast as it is released.

The use of *vents* helps to keep hot air from collecting near the ceiling. And the roof itself offers other means for reducing air temperature inside the plant. Dark roofs absorb solar radiation and add to the plant heat. The amount absorbed in this manner can be reduced by *spraying the roof with a fireproof aluminum paint*. If this coating is renewed from year to year to maintain its bright color, the heat load can be reduced appreciably. *Spraying the roof with water* also reduces the heat. Either well water or cooling-system discharge may be used for this purpose. The temperature is not important, so long as it's not hot.

If your plant has a southern exposure and many windows along the same wall, some sort of shading can be used to keep this side from becoming overheated during the summer months. *Shades or blinds* may be used inside or *awnings* outside. Small *shade trees* might also be planted in a long-range planning program.

No attempt will be made here to estimate the cost of such innovations. Suffice it to say that much of the work can be done by plant personnel at reasonable cost. These improvements might well be enough to make the plant passably comfortable on all but the hottest days.

There are on the market many *air-*

cooling units that have application in the laundry plant. Over-all cooling is beyond the means of most plantowners; but the system of spot-cooling is applicable and gaining in popularity. The accompanying stories provide case histories of plant usage.

Air Conditioning: This system is gaining a foothold in other industries but is generally considered financially and technically impractical for use in the laundry. The nature of the business with all its heat-generating equipment would require vast amounts of cooled air, so much that the plant would be too drafty and so cool that it would be uncomfortable. □□

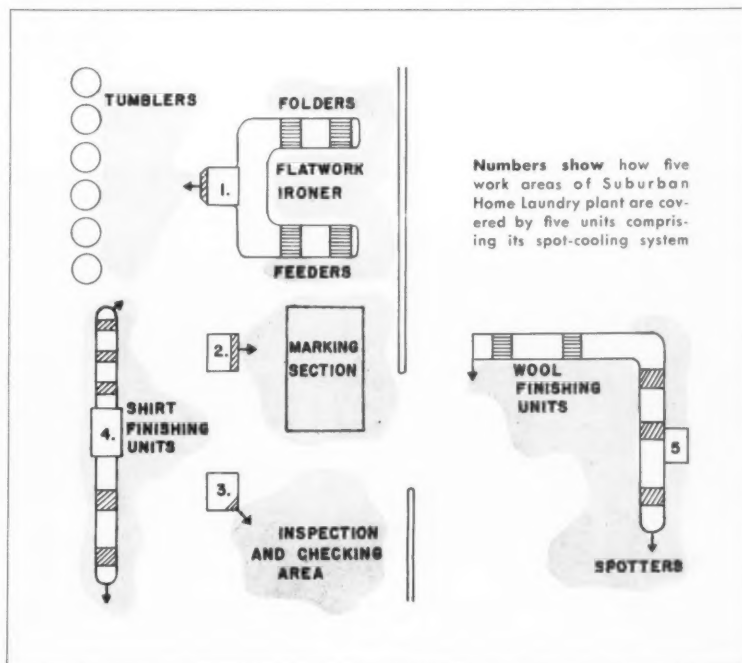
Case History #1

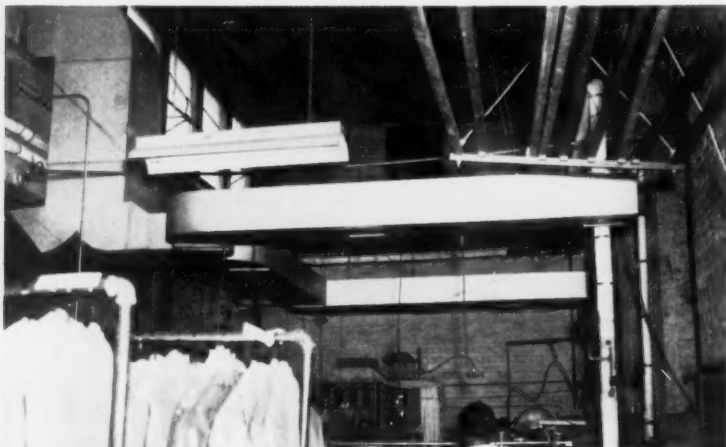
Production Increases 30%

INSTALLATION of an evaporative spot cooling system has helped increase plant production 30 percent from June through September at Suburban Home Laundry and Drycleaners, Park Ridge, Illinois. According to the plantowner, B. H. Iglow, employee morale has been strengthened and the labor turnover greatly reduced by combating the scorching

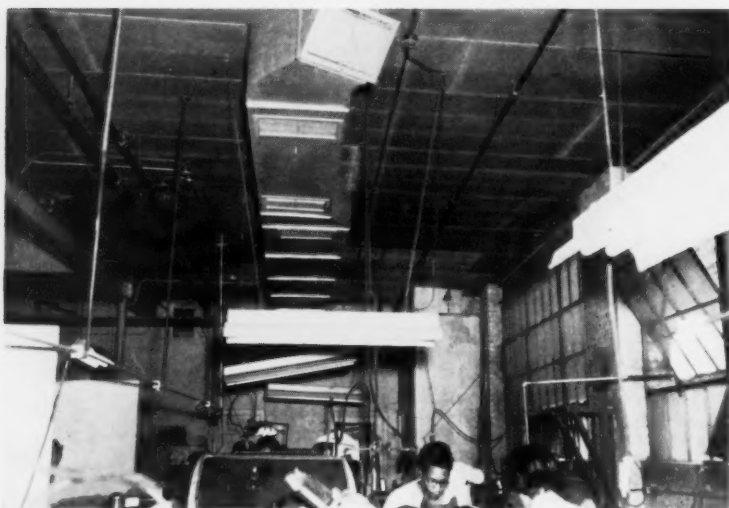
weather with an adequate cooling system in the plant during the summer months.

In 1955, a system of spot cooling was installed at strategic points on the ceiling of the plant, thereby saving valuable floor space inside. The laundry plant measures 140 by 40 feet. The drycleaning department measures 40 by 50 feet. The system consists of

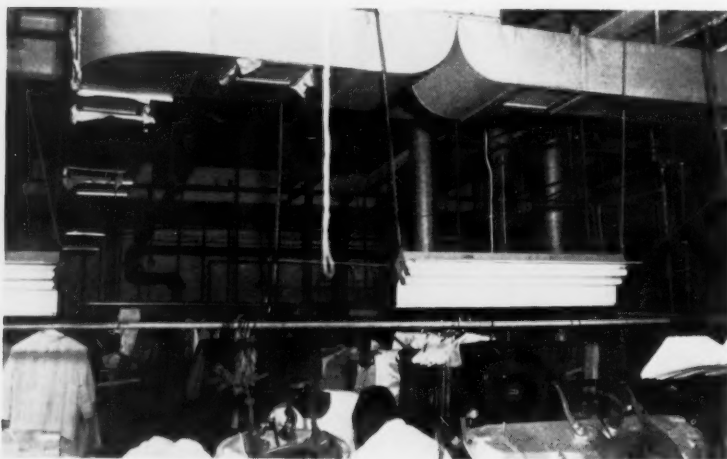




Supply ducts, of aluminum, run the length of the flatwork ironer and supply cool air to feeders and folders. Outlet at left cools employees working in the drying machine area



Evaporative cooling is also used for shirt finishing department. Girls at their stations enjoy soft breeze that shrouds the area with cool air



Washed air and local cooling were provided in the drycleaning finishing department. Men are free to regulate air as desired on their shoulders and faces

an evaporative cooler which passes fresh air through a water spray and over a set of water-soaked pads, through a filter which dries it, then through a system of metal ducts. These outlets are directed to the specific work areas throughout the laundry and drycleaning department. The washer-type machine washes the lint to the bottom of the unit before it hits the filter cooler unit and thereby solves a problem most laundries are confronted with.

Five 15-ton units were used to accomplish the job. Each unit circulates 15,000 cubic feet of cool air through 26-inch blowers. They operate on a 3 hp. motor. Each operator in the plant is furnished with 1,500 cubic feet of cooled air per minute.

Five important factors were considered in an analysis of the cooling system made by the plantowners:

1. Layout of the System

Layout and design of the system in the plant have been the most important point in the installation. The plantowner produced excellent working conditions for each employee by analyzing his needs in relation to the best locations for space cooling throughout the building.

2. Cost of Installation

The total installation cost at Suburban Laundry amounted to \$6,000. Approximately 150 feet of ductwork were used throughout the plant. In any plant costs depend on the amount of metal work needed to do an adequate job of cooling the entire area.

3. Humidity in the Plant

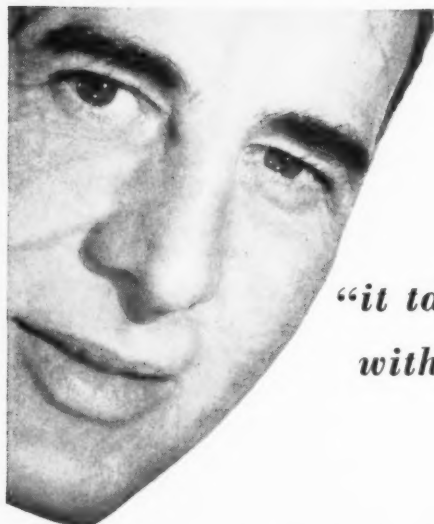
On an average summer day when the temperature outside the building was 98 degrees the relative humidity in the plant was 90 percent. After installation of the units the plant temperature was reduced to 84 degrees and the relative humidity had dropped to 57 percent.

4. Temperatures Inside the Plant

After the system was installed the temperature dropped in the plant from 10 to 20 percent depending on how high the temperature was outside the building. According to Mr. Iglow, the warmer it is outside the more cooling will be produced through the units. During the spring and fall the cooling system is operated at reduced speeds and acts as a ventilating system.

5. Amount of Electricity and Water Consumed

Electrical cost for all five units is 15 cents an hour or 3 cents an hour for each unit. Water consumption in



“



is my favorite”



“it takes less work...

with



”

any way you look at it...

HTH[®] BLEACHES**are the best of their kind**

“



**makes bleach
preparation
a snap”**

®

It's no secret among commercial laundry operators and institution management that HTH bleaches are outstanding as time-, trouble-, and money-savers...whatever type bleach they individually prefer.

For a stable sodium hypochlorite solution, use HTH Soda Bleach Mix. It's *pre-proportioned* bleach and soda ash together in the right mix. The measuring and mixing job is all done. Just add it to water and you have the proper solution. As a result, there's little need for washroom supervision.

For stock bleach solutions, use HTH Granular. Here is a stable, uniform bleach containing 70% available chlorine...the same bleach that

laundries and institutions have been using for over a quarter of a century.

To do away with time-consuming, troublesome bleach solution preparation, Ad-Dri is a particular favorite...because it's added *dry* directly to the washer easily and conveniently by using the exclusive Dri-ader measuring cup found in each drum.

So select the type of HTH bleach that best suits your particular operation. You can't go wrong...for all three HTH bleaches are the best of their kind...all assure maximum whiteness retention and minimum tensile strength loss. Call your laundry supply house for additional information or mail this coupon.

**OLIN MATHIESON CHEMICAL CORPORATION**Industrial Chemicals Division
Baltimore 3, Maryland

Please send information on all three HTH bleaches and the name of my nearest supplier.

Name _____

Company _____

Address _____

3608

the plant is 10 gallons per day for each unit. Water bills in the plant average \$275 a month throughout the year.

Lack of a flexible air pattern would have made the employees skeptical about this type of air supply system. Since there is no fixed grill on the air outlets each employee can change the air pattern and volume whenever

he chooses. Safety in design has avoided an unfavorable reaction on the part of the plant personnel.

In addition, windows and doors leading outside can be left open and no expense was involved in sealing windows against outside air intake. The plantowner believes that his system of outside air cooling through evaporation has provided excellent

conditions which meet all health requirements from a psychological view.

Suburban Home Laundry has removed the possible threat of absenteeism when the usual heat-wave cycle hits the area during July and August. Comments from the employees indicate that if working conditions are pleasant they stay on the job, maintain output and quality.—Harry Yeates

Case History #2

Successful Installation Widely Copied

MANY LAUNDRY WORKERS owe a vote of thanks to the management of the Spalding Laundry in Louisville, Kentucky! The Spalding brothers, after watching the spot-cooling ventilation system in operation at the National Institute of Drycleaning, ordered a similar system for their laundry. Other laundrymen have seen their setup and have been sufficiently impressed to put in their own, not only around Louisville but throughout the Midwest and mid-South.

The Spaldings are reluctant to measure the benefits derived from their investment in ventilation by dollar figures alone, for several reasons. Too many of the benefits are difficult to measure. For instance, the maintenance crew used to spend hours every day moving or adjusting fans. Since the plant works two shifts daily, many of these changes were being regularly made on every shift. Now the workers adjust their own

outlets to suit themselves, a dozen times a day, if necessary.

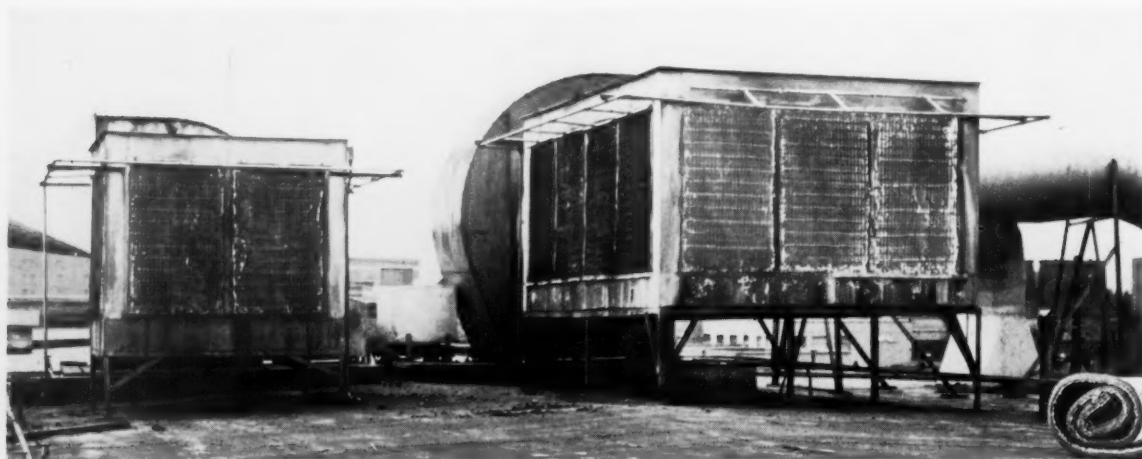
As another instance, all the finishing units used to have metal canopies over them, complete with fluorescent light and exhaust blowers. They did a good job of drawing the steam away, except that vapor often condensed on the cooler metal and dripped back down on the pressers and the garments. All canopies have now been eliminated, as well as the constant problem of keeping dust and lint off them.

There *are* measurable benefits, however. Productive efficiency now holds up well through the summer, being only slightly under cool-weather levels. Labor turnover has dropped considerably, especially among the newer employees. A few of the latter used to start leaving as soon as warm weather came, and many always quit when the "dog days" set in. Among the older work-

ers absenteeism is less in hot weather than it used to be, running about the same as for the more comfortable spring and fall months.

Spot-cooling ductwork has been provided mostly in the hotter production spaces. This ductwork replaces about 40 pedestal fans 30 and 36 inches in diameter, and at least 60 smaller oscillating and stationary fans. These fans represent a total of at least 20 horsepower in small motors of $\frac{1}{8}$ to $\frac{1}{4}$ horsepower each.

The replaced fans are another of those unmeasurable factors. They were not sold or junked, but were distributed in other locations around the plant. Six of the larger pedestal fans were hung from the ceiling along one inner side of the laundry washroom. They blow across toward exhaust fans on the outside wall along the other side of the washroom. The washroom crew moves about too much to benefit from spot cooling,



Mist from pipes around filter housings cools entering air. Part of older spray installation at left, sample roll of filter material at right

"You are known by the Companies you serve"

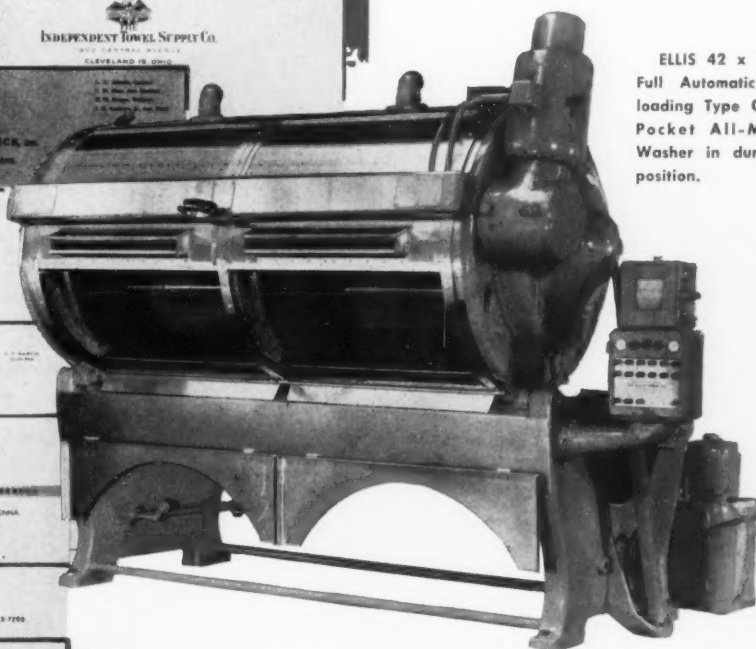
THESE letterheads represent some of the leading laundries throughout the United States, now operating with greatly increased production economy through the use of ELLIS Unloading Type Pneumatically Controlled All-Metal Washers.

Write us for further details.

ELLIS makes the largest and most complete line of Unloading Type All-Metal Washers with manual, semi-automatic or full automatic control.

The saving in man-hours through the use of ELLIS full automatic operation with Central Supply System results in economies that pay back the cost of an ELLIS installation in a short time.

ELLIS 42 x 84 Full Automatic Unloading Type Open-Pocket All-Metal Washer in dumping position.



Information on ELLIS Full Automatic Washers sent on request.

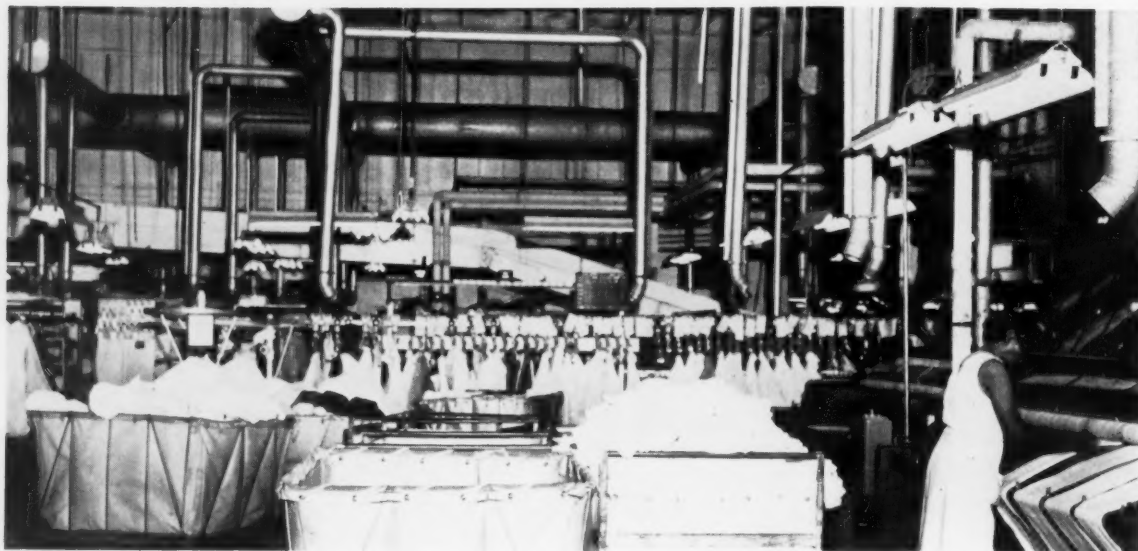
The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

REPAIR PARTS

We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company



Individual outlets always go back to header or branch, no matter how far; never tap another duct of same size

but the "hurricane" fans keep the hot air from pocketing above them.

Other fans have been placed in general offices, the delivery racks, marking rooms, cafeteria, kitchen and maintenance shop. However, although no fans were disposed of, they do not represent the same power load that they did when in the hot production areas. For instance, on the day of our visit in late April, almost none of the fans was being used. The ductwork blowers were in operation (without water spray) but most of the workers had their outlets damped down or even closed.

Maintenance on the relocated fans has become almost negligible, because of the absence of lint and moisture as well as the lower temperature of the air being moved.

Spalding Laundry has three blow-

ers with separate ductwork systems. One reason for the three was to service-test a small installation before investing in a larger one. Also, it is Spalding policy to pay for all plant improvement out of earnings, and not with borrowed capital. Physically, the heat-producing departments are grouped in three distinct areas. Finally, in the event any blower has to shut down, only part of the total installation will be affected.

The original blower of 10-hp. capacity was installed two years ago. It supplies forced air to 115 outlets scattered over the laundry finishing section: the flatwork ironers, shirt units and wearing apparel units. Last year a 15-hp. blower was installed for the drycleaning finishing department. This has 70 outlets, with capacity for more to be installed as

need arises and earnings permit. A third blower of 3½-hp. capacity provides 25 outlets in the linen supply department.

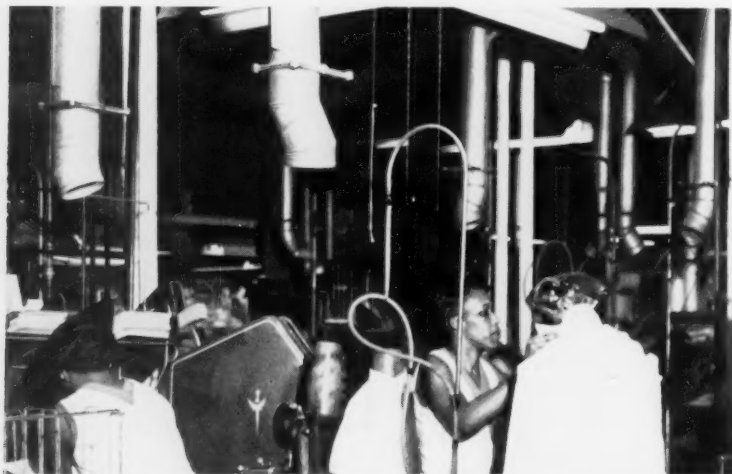
The cooling units are of the evaporative type. The housings are surfaced with filter screens of treated pulpwood webbing 2 inches thick and sandwiched between expanded aluminum foil. The filter material comes in rolls and has had to be replaced every six months.

Each unit has a circlet of perforated piping around the top, from which water sprays in a fine enveloping mist. All air entering the unit has to pass through this cooling mist. In addition to the spray dampening the roof, the laundry has had for some years a network of piping and water-spray nozzles on the roof proper. This helps bring down somewhat the temperature of both roof and air above it.

The air blowers and their respective water-spray pumps are all switched independently. Thus the blowers alone can be run in warm weather, with the spray being turned on only as it gets hotter.

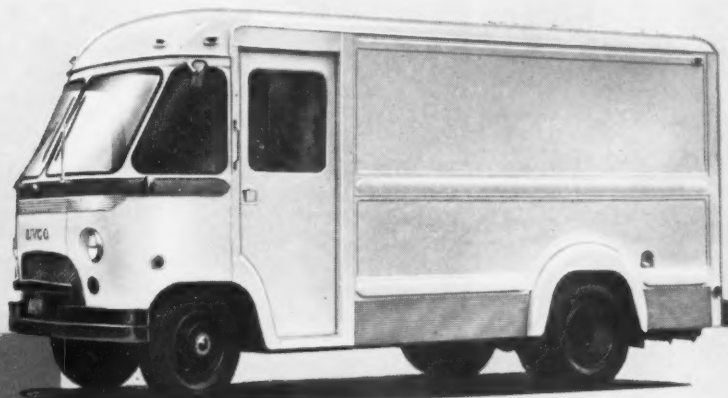
At the individual duct outlets the average air speed is designed to be 100 feet per minute or better. However, it would be meaningless to try to derive a rule of thumb ratio of, say 8 to 10 outlets per blower horsepower, on the basis of the figures given here. Drain on horsepower is affected by the length of piping and therefore of air travel. Also, the number of bends in the ductwork loads the fans proportionately. This is most true of right-angle turns from the headers into the branches and subbranches. Finally, the extent to

Continued on page 62



Shirt units are blanketed with four outlets. One at left is directed at folder's back, center one blasts floor at second girl's feet. Bolted frames on ducts hold dampers

MODEL 42-12' BODY



130"

**DIVCO
TRUCKS
DELIVER
THE GOODS!**

MODEL 52-10' BODY



117"

The rugged Divco "Dividend Series" Truck is now available in a 10' body as well as the popular 12' body. A wide selection of optional features makes either of these trucks adaptable to your specific load requirements.

Specially engineered for multi-stop operation, these Dividend Trucks feature big payload capacity with a minimum overall size . . . makes for extreme maneuverability and maximum use of garage and dock space.

See your local Divco Dealer for details on how you can have the flexibility of a custom built job with the advantages and economies of a production built truck.

MODEL 42

470 cu. ft. Cargo Capacity

7,000 GVW

10,000 GVW

12,000 GVW

14,000 GVW*

130" Wheelbase

MODEL 52

412 cu. ft. Cargo Capacity

7,000 GVW

10,000 GVW

12,000 GVW

14,000 GVW*

117" Wheelbase

*(Available factory insulated and refrigerated)

DIVCO TRUCKS

DIVCO CORPORATION

22000 Hoover Road
Detroit, Michigan

OVER 80% OF ALL DIVCO TRUCKS BUILT SINCE 1927 ARE STILL IN DAILY USE!

Decorated station wagon, first prize in contest, was used as company runabout to promote interest during campaign



Small Truths About Big Campaigns:

It Don't Mean a Thing If You Ain't in the Swing

*Ohio laundry ties in with national cooperative campaign,
ups sales 16 percent with aggressive promotion tactics*

By HARRY YEATES

FAMILY LAUNDRY SALES have increased approximately 16 percent at the City Laundry and Drycleaning Co., Akron, Ohio, as the result of its tie-in with an allied trade manufacturer's nationwide contest.

According to Kenneth Sitz, son of plantowner Merrill Sitz, the increase in the family laundry bundles has been well worth the investment of \$600 they spent in promoting and advertising it at the local level.

City Laundry and Drycleaning Co. is one of the three separate plants which, as a unit, comprise the City Laundry, the Towne and Country Drive-In plant, and the Troy Laundry in Canton, Ohio.

Preplanning essential

You've got to tell 'em to sell 'em. One month before the contest was scheduled to break, plans were made

by the management to sell the plant personnel on the advantages of the manufacturer's product and what it could do in the laundry bundle.

EDITOR'S NOTE

There are many cooperative sales promotions in which the professional laundryman may participate. Our allied trades friends are only too anxious that he do so.

Naturally, they have an ulterior motive. While they want to help the laundry industry, they also want to sell more of whatever it is that they happen to be selling. In short, the manufacturer is pretty much in the same boat as the plantowner who wants to sell family laundry service.

Actually, there isn't anyone who can really help the laundryman except the laundryman himself. No cooperative campaign ever gets off

Approximately two weeks before the contest officially opened a series of teaser advertisements was run in the local newspapers to create cus-

the ground without him. He must realize that he needs help and want to do something about it.

Once in the campaign, he must hold up his end. Certainly, he shouldn't expect to get any more out of it than he puts in. The gold rush days are over.

The accompanying story shows what can be done when both parties in a cooperative sales promotion campaign cooperate. In this case the basis for the promotion is a nationwide contest.

But we are not interested in the product or the contest, however, so much as we are in the plantowner's part in the campaign and what it did for him.

PREFERENCE

for the faster, finer finishing
with PROSPERITY PRESSES
is expressed in the increasing demand
for these fine tools.

1956 SALES of PROSPERITY PRESSES
far exceed all previous periods . . .
sincere testimonial of the trend
toward improved quality finishing.

We of Prosperity thank the trade
for all courtesies extended
to our representatives . . .
for all orders delivered,
and all orders in process . . .
please be assured that extra effort
will expedite all delivery commitments.



PROSPERITY
EZD DRYCLEANERS' PRESS

PROSPERITY
CABINET SHIRT UNIT

The PROSPERITY®
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS
Company Inc.

Main Office and Factory, Syracuse 1, N.Y.

Sales, Service and Parts in Principal Cities





Promotion material is evidenced in call office at City's Towne and Country Drive-In as well as in its two other branch plant locations

tomers curiosity about the forthcoming promotion. The teaser theme was: "We'll tell you a secret on February 13."

The plantowners then contacted prize tie-in dealers to arrange for banners and signs to be placed in their stores during the contest period from February 13 to April 15. These included local television, home appliance and automobile dealers. One agency agreed to lend a station wagon to the plant for the entire contest. It was similar to the one that served as the grand prize in the national contest.

Signs were printed reading "Get your entry blanks at City Laundry," and these were stapled to promotional material (banners and counter cards) supplied by the manufacturer running the contest. These were used for the tie-in dealer displays. However, no entry blanks were left with these outside dealers. Entry blanks were available *only* in the call offices of the three plants and on the delivery routes after the contest started.

Similar displays were placed in all the call offices. Styrofoam platforms were cut in cloud shapes, designed to be suspended from the ceiling. Two stacks of new towels were put on this platform. One stack was laundered by ordinary methods and the other with the manufacturer's product. Two mobile signs hanging above the displays

pointed out the difference in the two stacks.

When the contest opened these displays created much customer interest in that many viewed them skeptically, suspecting the taller stack contained larger towels. This served as a perfect opening for the counter girls to give a convincing sales talk on the advantages of the product. Almost everyone touched the towels to feel the difference.

During the first week of February teaser ads were run on three radio

stations promoting the forthcoming national advertising and the contest announcement soon to be released to the housewife by City Laundry. The balance of the radio time on these one-minute spot commercials was used to promote the plant's services. At the same time teaser ads were posted in the stores and carried on all 16 route trucks.

Four days before the contest started a general sales meeting was held for all plant personnel. Everyone was invited to dinner that evening after the plant closed. Teaser ads about the promotion were tacked on the walls of the dining room. The keynote of the evening was planned as an employee "roundup."

As each person entered the room a deputy-sheriff badge was pinned on his or her coat, with no explanation.

The meeting started with two people rushing into the room to the tune of the William Tell overture and passing out cowboy hats to everyone at the same time.

A 26-page flip chart was prepared by the plantowners explaining to everyone how the campaign would be carried out. A sales story was presented about the product and mimeographed sheets were distributed to each employee so he could read about the details of the promotion at home.

Humor spiced the dinner meeting and was used to illustrate the real value of the promotion to the customer as well as the employees.

During the evening announcement was made of an employee contest built around the general promotion. It included all drivers, call-office and production personnel. Enthusiasm was evidenced by the lively discussion and questions from the group immediately after the announcement.

The sales meeting closed after ev-



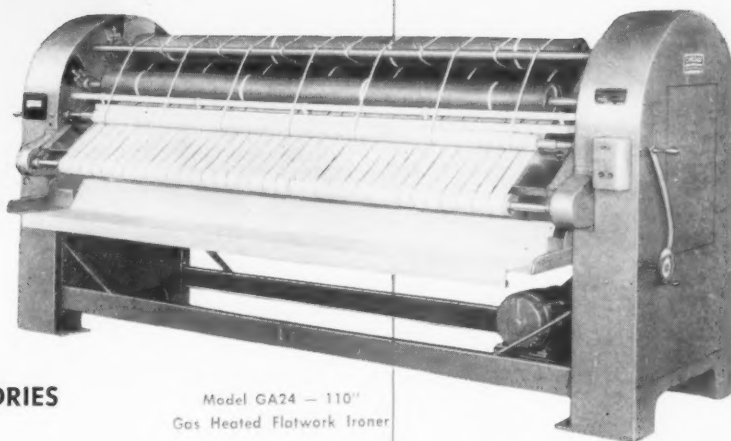
Employee standings in contest for new business were posted weekly for everyone to see. Valuable individual and team prizes were offered as inducement

Preferred

for

- HOSPITALS
- HOTELS
- INSTITUTIONS
- MOTELS
- DRIVE IN PLANTS
- QUICK SERVICE LAUNDRIES

FOR PERFORMANCE



Model GA24 — 110"
Gas Heated Flatwork Ironer

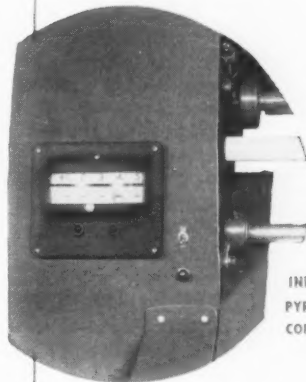
a machine designed for today's ironing load...and tomorrow's!

The new Model GA24 — 110" CHICAGO Gas Heated Flatwork Ironer represents the most advanced design in large gas heated ironers. It is engineered to provide high production capacity with the traditional dependability of operation found in CHICAGO machines. It is capable of ironing institutional flatwork at a rate of approximately 5 sheets a minute. This ironer has a modern, streamlined appearance and advanced operating and construction features found on no other machine. The GA24 Ironer is available in two different types. The Type R Ironer can be used for front or rear return of work — two-girl or four-girl operation. It has a set of auxiliary return ribbons underneath the asbestos ribbons. It is ideal for growing installations where two-girl operation can handle the load, but four girls can be used as the volume increases. The Type F machine is for front return only — two-girl operation. This ironer is recommended for institutional installations where 800 to 2,400 lbs. of flatwork must be handled per day.

Features

- 24" DIAMETER HEATED ROLL
- ASBESTOS PADDING
- ASBESTOS RETURN RIBBONS
- RIBBON FEED CONVEYOR
- HIGHEST QUALITY FINISH
- BURNS ANY TYPE OF GAS
- VARIABLE SPEED DRIVE
- BALL BEARING CONSTRUCTION
- FINGER ROLL
- INDICATING PYROMETRIC CONTROLLER

Complete information on request.



INDICATING
PYROMETRIC
CONTROLLER

The Indicating Pyrometric Controller is the ultimate in heat control. The operator sets the controller at the operating temperature desired and the indicator shows the actual ironing temperature at all times. When the pre-set temperature is reached, the gas is automatically reduced so as to maintain the desired operating temperature.

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS

Chicago DRYER CO.

EST. 1886 2212 North Pulaski Road • Chicago 39, Illinois

everyone stood and was sworn in as a deputy sheriff in charge of increasing laundry bundle business.

The entire program was directed toward rounding up more family laundry business by extolling the manufacturer's product.

This type of lively promotion combined with a stimulating employee contest got the campaign off to a flying start. Everyone started talking about the product to his or her customers. And went along with the teaser theme.

The day the national contest officially started, all the stores were decorated with wall and window banners. Counter cards were set up for everyone to see and stacks of entry blanks were displayed on the counters for the convenience of the customers. Towel displays were hung in the call offices and each truck displayed the product contest signs. Displays were also set up in the tie-in dealers' stores.

From the day the campaign started there was a full schedule of radio spot commercials several times during the day and evening. They talked about the product and how to obtain an entry blank for the contest at City Laundry. Special recordings were made using two voices talking about the contest. These were used with other live one-minute commercials.

Meetings were held with the drivers and a supply of entry blanks was distributed to everyone. Reminders about the sales drive were posted in the drivers' room and follow-up meetings were held at the plant every week. The plant contracted for 25,000 entry blanks and one-half of this amount was used by the drivers. During the contest the plant consumed two drums of the manufacturer's product.

Three route supervisors handled the salesmen's contest on a team basis. Weekly results of new business were totaled on the bulletin board and individual results were shown. Prizes

Comparison of family laundry sales at City Laundry during the 8-week contest period:

Week Ending		Week Ending	
2-12-55	\$6,797.87	2-11-56	\$7,124.55
2-19-55	6,584.27	2-18-56	7,558.96
2-26-55	6,622.33	2-25-56	7,122.91
3-5-55	7,145.17	3-3-56	7,390.10
3-12-55	6,910.55	3-10-56	7,647.63
3-19-55	7,193.86	3-17-56	7,504.11
3-26-55	6,936.99	3-24-56	7,000.56
4-2-55	6,527.47	3-31-56	7,427.64
4-9-55	7,560.19	4-7-56	not available

This comparison of dollar volume in the family laundry bundles for the same period of 1955 and 1956 shows a 7.41 percent increase. It does not include the final weekly figures which were not available at the time. However, Mr. Sitz is convinced that a total increase in family laundry business will be over 16 percent when final tallies are made.

for the drivers and call-office girls selling the most orders included a television set, a hi-fi record player, wrist-watches and savings bonds. In addition, the plantowners arranged team prizes among drivers to insure complete cooperation from everyone. Prizes were also awarded among the three participating plants to increase interplant competition.

The station wagon was parked in front of the stores and used constantly on trips around the city. A large sign was placed on top of the car that said "Win this Station Wagon. Get your entry blanks at City Laundry."

From start to finish the campaign was merchandised by the plantowners as a retail selling tool to promote additional sales. There was never a lull or letup in activity. From the initial kickoff the impact on the employees continued to be strong even up to the final days of the contest.

Contest results

What were the results of the tie-in promotion? As mentioned earlier, City

Laundry increased its sales appreciably by participating in the contest and backing it up with its own impressive promotional efforts.

Even if no such sales gain had been noted, there were other benefits that cannot be overlooked. First, the program enabled the laundry to participate in a \$250,000 promotion campaign that was advertising nationwide in leading consumer and trade magazines.

It increased the laundry's prestige in its own community. During the course of the campaign City Laundry gave out 25,000 contest entry blanks to its patrons.

By actively backing the promotion, City Laundry also stimulated employee morale. And gave its counter and route personnel fodder for a fresh selling approach.

Management, customers and employees all benefited by the promotion.

And, oh, yes, the manufacturer sold two drums of his product. A small reward for the amount of enthusiasm generated. □□

LAUNDRY BUSINESS TRENDS

New York

four weeks ended

Mar. 31—1.0% more than last year

M. R. Weiser & Co., New York

New Jersey

four weeks ended

Mar. 31—0.1% less than last year

M. R. Weiser & Co., New York

New England

Mar. 10—8.5% more than last year

Mar. 17—6.5% more than last year

Mar. 24—3.6% more than last year

Mar. 31—3.8% more than last year

Carruthers & Co., Boston

Southeast

Feb.—15% more than last year

J. R. Wilson & Co., Atlanta

PRIME SÖHP



PRIME SÖHP IS EASY TO USE . . .

It comes all made up and ready for action . . . PRIME SÖHP has just the right amount of soap and builder in each homogenized grain.

Suds in sight . . . wash is right. Simply add PRIME SÖHP until the signal suds appear. You get a perfect wash every time.

Streamline your washroom. No soap tank to boil over . . . no stock solution to make . . . no non-productive, back breaking work.

Order a supply of PRIME SÖHP from your distributor today.

Beach Soap Company • Lawrence, Mass.

128 Years Continuous Progress in Manufacturing Fine Soap Products

What You Should Know About Sewer Service Charges

*Reprinted article presents municipal thinking
on what to charge for handling laundry wastes*

Many cities in the United States are financing the construction, operation and maintenance of their sewer systems by imposing "sewer service charges" on homes, commercial establishments and factories connected to sewer facilities. When these charges are made, the general tax rate of the community does not include this type of sanitary service; thus, there is no "double taxation." In fact, municipal officials contend that these new service charges are fair and equitable because a sewer user pays in proportion to the service he receives.

The charges to commercial establishments, such as laundries, are frequently based on both volume of sewage or wastes discharged to the sewer system and the strength of the liquid flow, in terms of difficulties experienced in treating this material in city sewage treatment works.

Laundrymen are often concerned, even upset, when their local municipality announces that it will begin charging sewer service fees, or will raise their rates to meet rising costs of operation and construction. Some laundrymen have raised ques-

tions about the fairness of their charges, on the ground that a large portion of the water used in processing laundry never gets back into the sewer system at all but is lost by evaporation. Are they correct in this contention?

The following article which appears in the current (May) issue of *Wastes Engineering*, a companion technical journal published by the Reuben H. Donnelley Corporation, throws an interesting light on this question. The article presents the views of the municipal and engineering officials whom the publication serves and it gives an insight into the attitude the municipality will take when it considers a laundry's petition for a reduction in service charges.

The imposition of sewer service charges is becoming more popular as a means of utility financing of sewer systems. The progressive laundryman will meet with officials and discuss his problem in a friendly and cooperative manner. This type of "team play" makes for better government—and better business.

What Charges for Handling Laundry Wastes?

Question: A city engineer in a community that has imposed sewer service charges has asked: "A laundry has asked for a reduction in its sewer service charges because of the amount of water that is lost by evaporation and does not enter the sanitary sewer. Should such a reduction be granted, or are there characteristics of laundry wastes which cost more to treat and, therefore, compensate for the 'over-charge' for volume of sewage flow?"

Answer: In the city in question, the sewer service ordinance provides for rates that are based on volume of wastes treated and the composition of the wastes. The volume is to be ascertained from water meters or by means of sewage gauging of a nature and at a location approved by the city. The strength of wastes is involved

in the fee formula because industrial and commercial wastes may be high in suspended solids, BOD (biochemical oxygen demand—a measure of organic content), chlorine demand or other components which may affect the treatment processes.

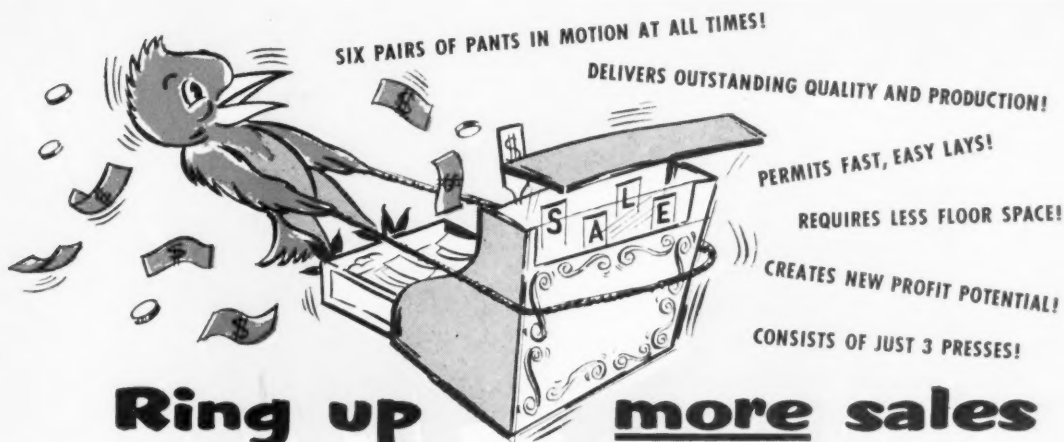
It is true that certain industrial and commercial operations produce wastes-sewage flows which are not equivalent to the water consumption. A commercial laundry is such an installation. Appreciable quantities of water entering the plant are lost by evaporation, both in steaming operations such as boiler leakage, blow-off and blow-down, and in finishing; and in clothes drying by evaporation in large tumbling machines. Water removed from clothes by centrifugal dewatering goes to sewers.

If the laundry pressed its case, and

if the city ordinance provides for adjustment of charges due to reduced volumes of wastes discharged to sewers, the city could require the installation of a gauging station in a manhole adjacent to the laundry sewer connection. Flow measurement above and below the plant would determine the amount of wastes discharged. Because of the effect of peak discharges on sewer loading, periodic readings should be taken; the imposition of such peak flows may be a strong argument for not considering any evaporative losses in the laundry and not providing any adjustment for reduced total volume of wastes handled by the sewer system. A laundry, even one operating 24 hours daily, will have peak periods and they will come during peak flows from other sewage and wastes sources.

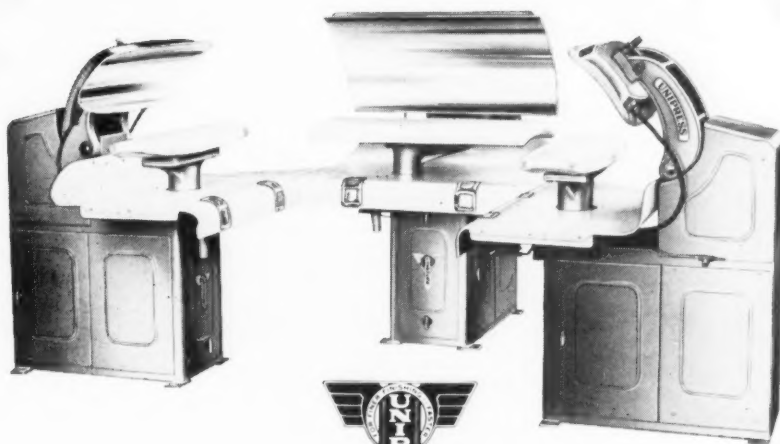
Some communities have "balanced" any reduction in sewage-wastes vol-

Continued on page 26



Ring up more sales

with the **NEW UNIPRESS ONE-OPERATOR PANTS FINISHING UNIT!**



Excels in Quality and Production

★ NOW . . . great new profits are possible from the finishing of wash pants with the all new UNIPRESS ONE-OPERATOR PANTS FINISHING UNIT.

★ Composed of two UNIPRESS Model 1436 Pant Topping Presses and one UNIPRESS C-42 Pant Legging Press, the unit enables one operator to keep six pairs of pants in motion at all times.

★ The buck on the Model 1436 press is tapered on each end to allow the operator to press two pant tops on each press at one time. Also, by using both ends of the buck on the Model C-42, the operator can quickly press two pant legs at one time.

★ Exclusive construction of heads offers you faster drying. Special design of buck shapes permit fast

lays . . . reduces fatigue . . . and delivers truly outstanding quality finishing and production.

★ Famous UNIPRESS Gliding Pressure guarantees a beautifully finished garment. Automatic pressure compensates for different thicknesses of material, and assures lasting uniform pressure.

★ Rugged construction, simplicity of design and fewer movable parts guarantees longer press life and fewer maintenance calls.

★ Finishing wash pants can mean greater profits for you with the new UNIPRESS ONE-OPERATOR PANTS FINISHING UNIT. See your UNIPRESS Distributor now . . . or fill in the coupon below.

For Finer Finishing Faster, Contact

THE UNIPRESS COMPANY

Minneapolis 8, Minnesota

THE UNIPRESS COMPANY

2810 Lyndale Avenue South, Minneapolis 8, Minnesota

Please rush floor plans and complete information on the new UNIPRESS ONE-OPERATOR PANTS FINISHING UNIT.

Name

Firm

Address

City Zone State



70 lb. Capacity
2-bath – single-bath
Perchlor – 105° F.

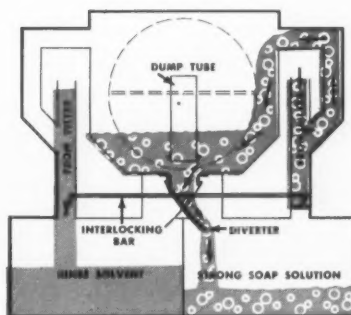
modernize with Manitowoc . .



35 lb. Capacity
2-bath – single-bath
Perchlor – Petroleum

Manitowoc proudly presents a new, 70 lb. unit producing finer quality cleaning than any machine of comparable size now on the market. With this specially-designed system, quality control approaches 100% effectiveness. Manitowoc's exclusive features guarantee real "High Fidelity" garment cleaning . . . perfect work to keep your customers coming back for more of the same.

BIG CAPACITY of over 200 lbs. an hour makes this unit a first choice for large operators, drive-ins and neighborhood stores. DIVERTI-FLO positive solvent control . . . exclusively yours with Manitowoc. TWIN-DISC HYDRO-SHEAVE DRIVE® provides smooth fluid power for separate extract motor. NO-SURGE-OVER 75 GPH STILL eliminates surging and foaming over. MANITOWOC-OLSON TUBULAR FILTERS have 3000 GPH capacity, do away with pressure build-up. MANY OTHER FINE FEATURES available only from Manitowoc!



exclusive Diverti-Flo means positive solvent control for True 2-bath operation! Rinse solvent flow is positively sealed off from flow of soap solvent during washing. When rinsing, flow of soap is sealed off. Solvent is kept pure longer.

for finest dry cleaning

Here are all the Manitowoc premium advantages in a cleaning system to fit a variety of installations. Whether you prefer single or 2-bath — synthetic or petroleum — the Manitowoc 35 lb. machine will do a finer job for you. These are only a few of the quality components: EXCLUSIVE DIVERTI-FLO; HIGH EFFICIENCY TUMBLERS; MANITOWOC-OLSON TUBULAR FILTERS (optional); SIMPLE FILTER CLEANING; FULLY OR SEMI-AUTOMATIC OPERATION; TWO-SECTION STORAGE TANK; FULL SAFETY PROTECTION; SMALLEST FLOOR SPACE; DOUBLE DRUM DESIGN; SELF-ALIGNING DOORS; MARLOW CENTRIFUGAL PUMPS.

Manitowoc *Perchlor*
A Complete Line of Synthetic and Petroleum
DRY CLEANING SYSTEMS *140°F-105°F*



super-speed recovery

tumblers standard equipment with all Manitowoc systems . . . or available separately with existing equipment. Huge 36" x 30" basket; condenser consists of prime surface copper coils . . . no fins; low heat requirement reduces shrinkage; all working parts accessible from rear; models for petroleum systems meet all safety codes and regulations.

MANITOWOC ENGINEERING CORP.

513 - 16th Street

Manitowoc, Wis.

We're interested in Manitowoc quality cleaning systems! Send more information on:

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> 70 lb. capacity unit | <input type="checkbox"/> Tumblers |
| <input type="checkbox"/> 35 lb. capacity unit | <input type="checkbox"/> Stills |

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Continued from page 22

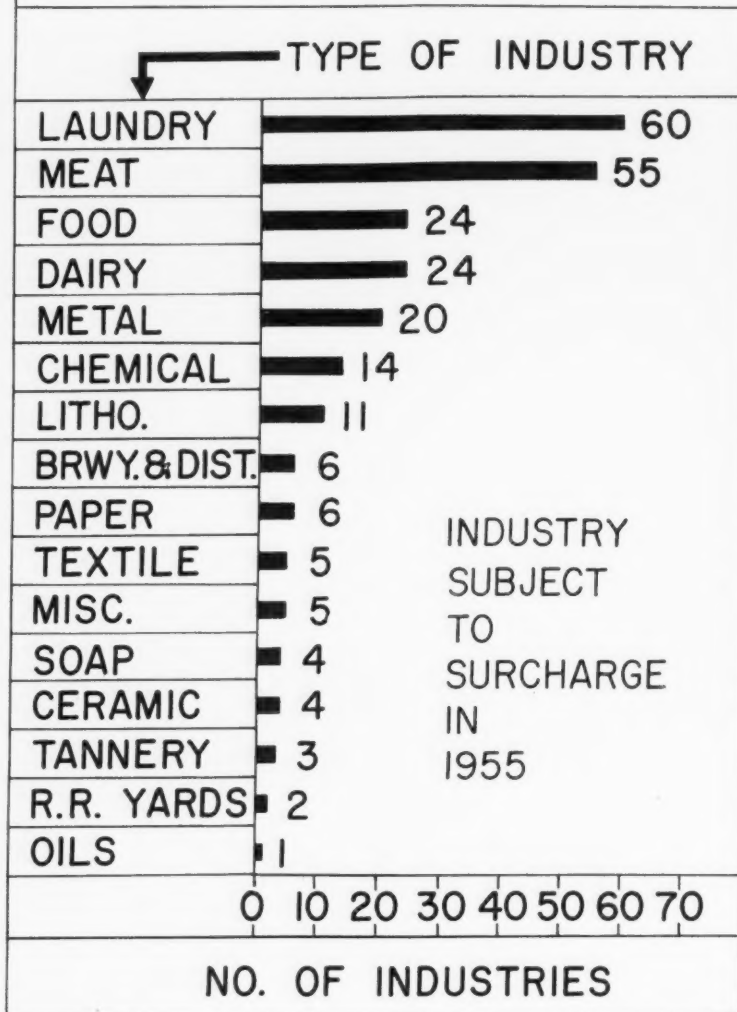
umes by demonstrating that the wastes in question are stronger than normal sewage and therefore are subject to "surcharges." While laundry wastes can be treated in municipal sewage treatment plants without adversely affecting the efficiency of the processes, the wastes may be discharged in "slugs" which are soapy, heavy in suspended solids and turbidity, colored, grease-laden and foamy. The presence of modern detergents may, or may not, result in foaming at the plant. The BOD may be high and chlorine demand high, in spite of the use of bleaches in the washing operations. The wastes will be alkaline, ordinarily.

The city could collect and test representative samples of laundry wastes and base any additional charges on such determinations; or it could use the information as a "bargaining" point in adjusting the question of wastes volume. While local data are more dependable than "averages," it is known that 20,000 gallons of waste water may be discharged to sewer per ton of laundry washed. The BOD may amount to 150 pounds per ton of wash, or per 20,000 gallons of wastes. Thus, the strength of the wastes may be as high as 1,000 p.p.m. of BOD.

Of course, large amounts of relatively clean water are discharged from rinsing operations and the net result may be the delivery of over-all wastes which are considerably weaker than the above figures. It may be required that lint-catchers be installed in the laundry sewer line to eliminate this troublesome material from the sewage flow.

The inquirer is, therefore, advised to consult with the laundry and arrive at a mutually acceptable understanding, based on the above facts and others of local nature. A laundry is but one of the commercial and industrial installations which may require such study and relationships. □□

THE SEWERAGE SURCHARGE WAS PAID BY 244 COMPANIES DURING 1955...



Some communities put a surcharge on businesses whose wastes are demonstrably stronger than normal sewage. The above graph shows that laundries are particularly vulnerable. The graph is reprinted from The 1955 Annual Report on Cincinnati's (Ohio) Metropolitan Sewage Disposal Program

AIL Fall Course Dates

The American Institute of Laundering will offer the fall term of the Laundry Education Course at Joliet, Ill., beginning September 4, 1956. Five 2-week sessions will be offered again this year: Identification and Washing begins September 4, Finishing begins September 17, Sales and Advertising begins October 1, Office Operations begins October 15, and the 2-week General Management session begins October 29.

As in the past, students may take the full 10-week course or any one or more of the 2-week sessions. According to the AIL membership department, six laundrymen have already enrolled for the full 10-week course and 13 have reserved a place in one or more of the single 2-week sessions.

Boston Management Meeting

The American Institute of Laundering has announced plans to conduct a two-day Management Conference at the Statler Hotel, Boston, Mass., June 8-9.

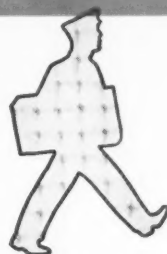
Experienced AIL staff members will deliver lectures and lead discussions during the meeting which is designed to help laundrymen capitalize on the rapid changes taking place in the industry. Topics covered will be of current interest to laundryowners, managers, supervisors and other key personnel.

Registrations are being accepted at AIL's Membership Department in Joliet, Ill. Fee for the conference is set at \$30 for members; nonmember fee is \$50 with \$20 of the amount applicable toward AIL membership.



your **BEST Salesman...**
Flatwork with
"PERFECTION" FINISH!

RED EDGE
Knitted Padding



RED EDGE KNITTED PADDING

*Available in the right Types and Styles
 for all your Finishing Equipment!*

STANDARD $\frac{1}{4}$ " and $\frac{3}{8}$ "

FOR FLATWORK IRONERS: $\frac{1}{4}$ " and $\frac{3}{8}$ "
 Styles in Rolls, or Cut and Bound Pads.

FOR PRESSES: $\frac{3}{8}$ " Style, Redi-cut and Bound
 Pads. Also available in Press Padding Rolls.

DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Bound
 Pad Styles.

Cotton: Cotton Binders attached.

Cotton: Asbestos Binders attached.

Asbestos: Asbestos Binders attached.

All 3 Double Thick Cut and Bound Pads
 available **WITHOUT** Binders if desired.
 Single Thick Pads available in all 3 cotton-
 asbestos styles for Flatwork Ironers using
 spring padding.

"Perfection" Finish is your best salesman. It calls on every customer, extends a guarantee of complete satisfaction and places firsthand proof of highest quality work at every housewife's fingertips. Moreover, this salesman calls again and again and quickly establishes your reputation among **ALL** the housewives of the community. That means **MORE** customers, **MORE** bundles, and more **PROFITS** for you!

Your best assurance of "Perfection" Finish is **RED EDGE Knitted Padding**. Highly resilient, it forms a firm but springy cushion on your flatwork ironers and presses . . . treats flatwork, white shirts and sport shirts with utmost care, presses surely and cleanly without damage to buttons, seams or hems. And **RED EDGE** saves money for you because it saves dressing time in your plant, goes on and comes off ironers and presses quickly and with ease. Ask your Supply House for **RED EDGE** today!

RED EDGE
Knitted Padding

KNITTED PADDING CO. • CANTON, MASS.



Telephone soliciting is used not only to sell new customers but to regain old ones. The solicitor should choose prospects scientifically, use utmost tact and courtesy and offer an excuse or incentive for calling



Part V in a Series on Supplementary Advertising

Selling Laundry Service by Phone

By GERALD WHITMAN

A POPULAR MAGAZINE recently made a survey of potential buying power in the United States. It revealed, among other things, that 80 percent of everything sold in this country was purchased by people who owned telephones. That, coupled with the fact that there are some 50 million telephones now in use across the nation, might lead you to assume all you've got to do to get new customers is to call every name in the phone book.

Although telephone solicitation can achieve good results if handled properly, it's not quite that easy. Used intelligently, however, it can give you personal contact with a vast number of prospects at less cost and with less effort than through most other media.

There are two kinds of telephone selling. The easiest is selling the prospect who has originated the call to your place of business. In this case, she is seeking either service or information and the very fact that she has called you indicates that she is already half-sold or very interested. If you are on your toes you can most

often convert a call of this type into a sale.

The kind of selling with which we are concerned here refers to the phone call originating in your office. Although you are calling without invitation someone unknown to you and the burden of the conversation is entirely upon yourself, proven techniques show that a good percentage of these calls result in new customers.

Those launderers and cleaners who plan telephone solicitation campaigns should consider a number of aspects in order to get best results: *how to select telephone solicitors, how to train them, who to call, when to call and what to say.*

How to choose solicitors

At the outset it will probably be a good idea, depending upon the sizes of your business and your town, to hire a part-time solicitor. Some plant-owners ask their regularly employed office personnel to double in brass as solicitors for part of the day but this rarely works out too well. Since phone

soliciting requires a personality amenable to this kind of work, the regular office girls may well resent being told to handle this chore.

Tests have shown that women are the best telephone solicitors, particularly because the great majority of laundry and drycleaning customers are women. They understand each other's problems and can more easily indulge in "woman" talk if the person called is so inclined.

If you have to run a newspaper ad to find a solicitor, you may be able to use or modify the following:

TELEPHONE SOLICITOR

Experienced girl to work from office, 4 to 6 hours daily. Salary and commissions weekly. Phone (YOUR PHONE NUMBER) 9:00 a.m. —3:00 p.m.

In addition to the solicitor's weekly or hourly salary, it is a good idea to work out a commission arrangement in order to provide incentive for making as many calls as possible and in

Continued on page 32

THE HOFFMAN END-LOADING WASHER

Speaks for itself...



Plantowner: As an example of what?

Washer: Of the Hoffman line . . . of the best in washers.

Plantowner: Are you fully automatic?

Washer: More than that—have manual over-ride too; lets you repeat or omit any stage in wash cycle.

Plantowner: Is that what those dials are for?

Washer: Yes, and notice "eye and ear" signals; keep you and your operator posted on each stage of washing formula.

Plantowner: What's your capacity?

Washer: Three popular sizes; 25-30 pounds, 50 pounds or 75-80 pounds. Pretty good choice, eh? Extra-large door, too—full 18 inches in diameter—for easier loading and unloading.

Plantowner: You need to be pretty sturdy to take that load.

Washer: Sure am. Got a fine frame, aircraft type, all-welded. Cabinet, cylinder and shell are stainless steel.

Plantowner: That's good. Easy to clean.

Washer: And easy to maintain. Self-cleaning steam blow-down connection inside. Readily accessible timer and dial, electrical parts and controls.

Plantowner: How does the drain work?

Washer: By electricity—-independent of water or pneumatic pressure. Longer service from electric solenoid; works **ONLY** during 45-second drain period or manually; normally closed.

Plantowner: Sounds good. I'm interested in the "30."

Washer: So are other plantowners with small lots and wetcleaning operations. Bigger plants choose "50" and "75" machines. All 3 sizes right for other institutions, too . . . hotels, motels, washeterias, and shirt laundries.

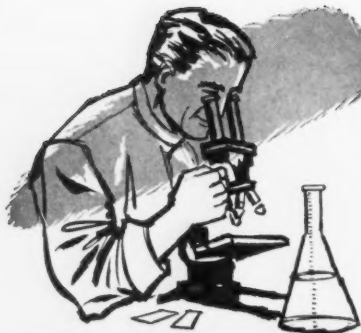
Plantowner: Shall I write direct to the Hoffman people?

Washer: Fine — or call Hoffman distributor — be glad to talk with you.

U.S. HOFFMAN MACHINERY CORPORATION



105 FOURTH AVENUE, NEW YORK 3, N. Y.



Let's talk
QUALITY
with
BRAUN
UNIT WASH

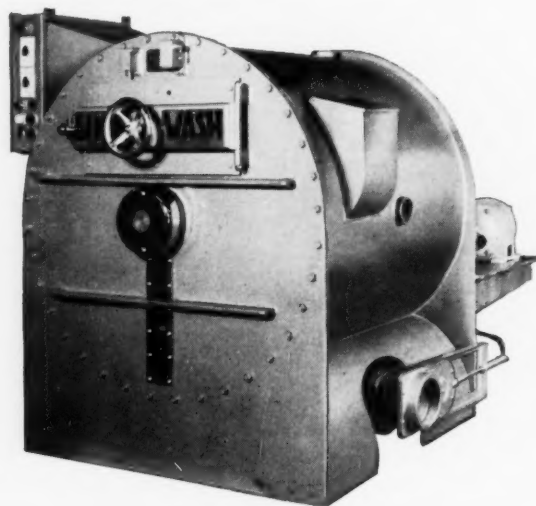


Lifted through a 170° turn, the load shakes out and tumbles over the contoured ribs of the partition. At the bottom of the drop the wash is squeezed between the partition and the cylinder wall. Here is old-fashioned "Scrub-board" washing perfected to its scientific best!



The load swishes gently through the solution again and again to completely dissolve and suspend the soils. In place of the conventional "dry rub," the load is given a far superior "wet-rub," "Triple-Star Washing," controlled speed and 25 second reversing is the basis of Braun quality.

Because dirt won't drain away, Braun Unit Wash offers "critical-point extraction." ©When dirt is drained through the wash, an insoluble residue remains. Braun forces dirt, alkalis and stained water from the cylinder with an extraction force of over 200 gravities, for the highest quality wash you've ever enjoyed.



There is a Braun Unit Wash to fit your needs exactly. Available in 50, 100 and 200 lb. capacities, every size may be ordered with the degree of automation your operation needs. From the fully automatic (shut the door... return at a signal to remove the completed load) to the manual (start and stop each operation with simple controls) to any intermediate degree, you'll find complete satisfaction with Braun Unit Wash's *practical* automation.

For better quality at lower costs — **WRITE TODAY**

G. A. BRAUN, INC.
Dept. 25, Empire Bldg.
Syracuse, N. Y.

- ☐ Send full information on Braun Unit Wash
☐ Have your representative call, without obligation, of course.

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

G. A. BRAUN, INC.



Pioneer in Automation

EMPIRE BUILDING, SYRACUSE, NEW YORK

Metso Detergents help routemen sell



Because Metso Detergents deliver the quality bundle—sparkling clean whites and bright colors week after week, satisfied customers stay with you. Your routemen also find that Metso washed bundles attract more new customers.

Count on Metso as an ally for increasing volume. Metso performance in the washwheel is uniform, dependable. Metso Detergents remove more stubborn dirt, prevent its re-deposition and deliver fresh, clean loads.

FOR ALL YOUR FORMULAS

Metso Granular Sodium Metasilicate Pentahydrate
Metso Anhydrous Sodium Metasilicate Anhydrous
Metso 99 Sodium Sesquisilicate Pentahydrate
Metso 200 Sodium Orthosilicate Concentrated

• 1831 • 125th Anniversary • 1956

PHILADELPHIA QUARTZ COMPANY
1160 Public Ledger Bldg., Philadelphia 6, Pa.



Metso Detergents
PQ SOLUBLE SILICATES



Trademarks Reg. U.S. Pat. Off.

Associates:

Philadelphia Quartz Co. of Calif.
Berkeley & Los Angeles, Calif., Tacoma, Wash.;
National Silicates Limited, Toronto, Canada

Continued from page 28
making sales. One idea might be to pay a percentage of the first order from every customer obtained as a result of a phone call, even if it's only a lead that is finally closed by a route representative.

Here are some characteristics to look for in choosing a solicitor:

Age. This should not matter too much if the applicant exhibits sufficient poise, intelligence and maturity. Individual ability to perform satisfactorily and an inclination for this type of work are most important.

Hearing. Without good hearing it is necessary to ask for constant repetition, which is irritating to the customer. A simple, effective hearing test of an applicant is to ask a few questions in a low voice and note the reaction.

Voice. Look for a clear and pleasing "telephone voice," an accent that is pleasant and understandable over the phone, a distinct enunciation and an accurate pronunciation. The voice should register personal interest and understanding.

Vision. Solicitors have much writing and note-taking to do and must refer to price lists and other material.

Education. Evidence shows that applicants with at least a high school education produce the best results.

Temperament. It should be such as to insure a reasonable composure in situations where the prospect may be inherently disagreeable or easily provoked. Pleasantness and courtesy are very important.

Creative imagination and description. That quality of mind is required that enables the solicitor to visualize the person at the other end of the line and describe the service being sold by sound alone.

Alertness. All salespeople need the ability to think quickly in order to take advantage of a sudden turn in the conversation, but this qualification is especially valuable to the telephone solicitor.

How to train them

Most important here is to provide the solicitor with as much knowledge as possible about the business. Without this information she will often not know what to say when the prospect asks specific questions. In addition to spending some time with the solicitor in your plant and showing her the

different processes, provide her with ample literature that she may study and keep at hand. Some plants have made up simple flip-file references that are kept near the phone. Under such headings as *shirts, mothproofing, storage, bundles* and the like, enough information is provided for the solicitor to give acceptable answers to most questions.

Encourage the solicitor to ask as many questions of your people in the plant as she wishes. The more familiar she is with your operation, the better able she will be to sell your service.

Who to call

Soliciting can be directed toward two distinct groups. One group includes former customers who have not dealt with your firm for a period of time. Although direct-mail "ticklers" may bring a number of these people back, a pleasant, inquiring phone call often gets best results. In such instances, the solicitor may uncover certain complaints and grievances concerning past service and be able to placate ruffled feelings.

The other major group are the unknown prospects. Since phone calls cost money, it is best to select these names in advance. Of course, ordinary phone books may be used but since they provide no information about the prospect, it's pretty much a hit-or-miss proposition.

Since you want to aim your shots where they do the most good, building up a list of names by potential income brackets or through the higher-income neighborhoods seems the best bet. You can do this by renting the so-called "criss-cross" street and phone number directory from your local telephone company. This book lists phone numbers by street addresses and with the knowledge you possess of your own community you can tell where the most affluent prospects reside. The average cost for this directory is \$8 per month for six months' use. If you want a new directory every month, the charge is approximately \$18 per month.

Have your solicitor cover a neighborhood street by street to avoid confusion and returning to a list of names. If she sells one family on the block she has a ready-made excuse for calling the others by informing them that Mrs. So-and-so's bundle will be picked up at a certain time and the routeman would be happy to call at nearby houses.

When to make calls

Because women are the major buyers of laundry and drycleaning serv-

How To Plan the Talk

1. Know Your Service. Have the facts. You will be better able to serve each prospect's needs if you know all about it.

2. Select Descriptive Words. Help your prospect visualize your service and fully understand just how much it will do for her.

3. List All Essential Items. Be explicit. Do not assume the prospect knows your service's features.

4. Space Sales Points. Save something to meet reluctance on your first try. If your first suggestion does not fill your prospect's needs—have something with which you can try again.

5. Anticipate Common Objections. It's much easier to come up with honest, complete answers if you figure out in advance what the objections might be.

6. Phrase Your Request To Buy. Decide how you are going to get the prospect to commit herself. Use the "which," not the "don't you think" method. A choice makes it difficult for the prospect to say "no."

7. Try Your Plan. Do not hesitate to change your wording or timing. Only through trial and error can you strengthen the weak points.

ices, efforts should be made to place calls when they are most likely to be at home—and when they are most receptive to solicitation.

Since most housewives and mothers have pretty rigid routines and very busy days the best time to call them, it has been found, is during the four-hour period from 9:30 a.m. to 1:30 p.m. This period finds them at a time, generally, when they've got through with breakfast, bundled the children off to school and are receptive to suggestions that will ease their household chores because they are probably in the midst of washing and cleaning. The late afternoon will probably find them out shopping or off to a social get-together. Tests have shown that 62 percent of telephone sales are made during this morning period.

The best days of the week are Monday and Tuesday. Greater concentration on house cleaning on these two days provides a stimulation for subscribing to services that will ease these burdens.

Continued on page 34



HUEBSCH

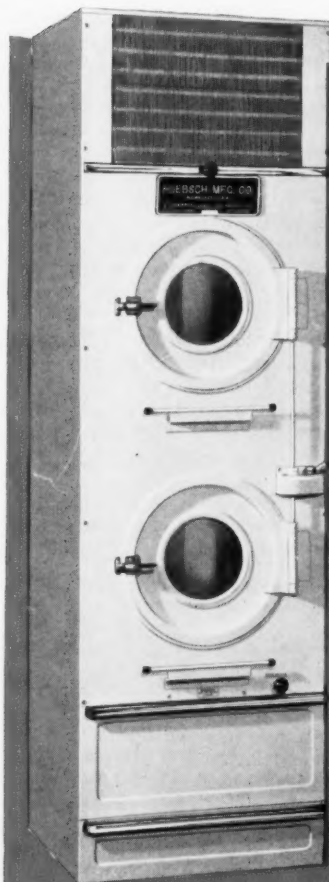
"TWINS"



*...for drying
"small bundles"*

faster...more efficiently...more economically

When it comes to drying diapers, fluff-dry towels, bachelor bundles, etc. . . . no dryers do a better job than Huebsch Twin-Cylinder Laundry Tumblers. Each cylinder has a capacity of 15 pounds (dry-weight) . . . just right for the purpose. And a Huebsch "Twin" is only 27½ inches wide—a real space saver, whether you use them alone or in batteries.

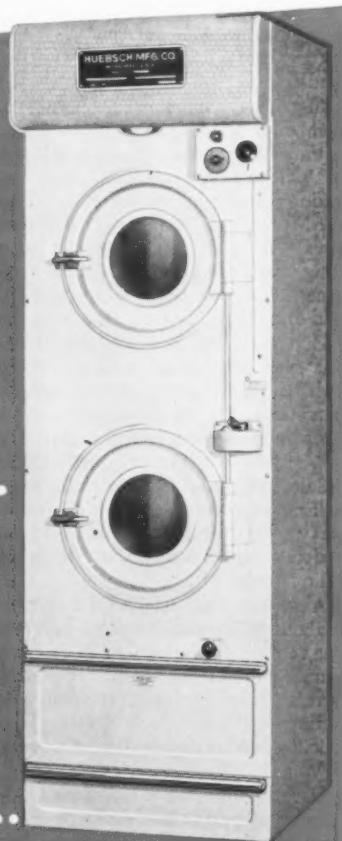


STEAM HEATED

Shock and heat-resisting glass windows... door inter-lock (cylinders stop when doors are opened)... extra-large lint drawer with easy-to-operate lint scraper... cold air damper for regulating temperatures. Choice of any color at no extra cost.

GAS HEATED

Shock and heat-resisting glass windows... door inter-lock (cylinders stop when doors are opened)... extra large lint drawer with easy-to-operate lint scraper... automatic temperature control, timer and signal... easy-to-service burner assembly in front. Choice of any color at no extra cost.



For detailed literature describing either Huebsch "Twin" model, contact your local Huebsch jobber, or write to...

HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton Street, Milwaukee 1, Wisconsin

How to make calls

First, it might be well to decide what excuse you have for making the call initially. Unlike the customer-originated call, your solicitor's call is an uninvited intrusion upon the prospect's privacy. In addition, the prospect may have received calls from other solicitors. You've got to have a pretty good excuse for calling her and you must provide her with an incentive for listening.

The best sort of excuse and one that is of practical benefit to her is to inform her of a "special" being run by your plant. If she's not interested in that inducement, have another pitch prepared to keep the conversation going. Perhaps you are offering a new service or sideline; that would be a good excuse.

Most leading phone solicitation authorities agree that a planned sales talk is a must. It's needed to keep the solicitor on the track and help her cover all the main points. If your solicitor cannot be sold on a memorized talk, it is imperative that she at least memorize some phrases and words that will bring about the desired results.

In selling over the telephone, remember that words are all you have. If the right words are not used, the sale will not be made. The radio has made people better informed and word-conscious. The more different ways your solicitor can say the same thing, the more different types of customers she will be able to interest, hold and close.

Don't rely on your solicitor to say whatever she thinks is best. Work with her and develop several *written* sales talks. If you have access to a recording machine, let her record the talks, listen to them and polish them.

Sales talks need not be perfect from an English essay standpoint. Use simple words over the telephone to be perfectly understood. Use words as selling tools.

A good average telephone interview is about 400 words in three minutes. The rate should be about 126 words a minute—the rate of a slow radio commercial. Since speaking rates vary, recording will help judge whether your solicitor needs speeding up or slowing down.

Use the prospect's name correctly since most people are sensitive about their names. It will make them feel that you were interested enough in them to go to some trouble to procure and pronounce their names correctly. Call the prospect by her full name; Mrs. Robert H. Smith rather than

How To Talk Your Plan

1. Be Ready for the Prospect. Have all pertinent literature and information readily available. Use a cheerful, friendly opening.

2. Listen to Your Prospect. Don't interrupt when the prospect feels like talking. Pay attention and *note* what she says. It will help to anticipate her needs.

3. Ask Leading Questions. Help the prospect *create* her own needs. Be sure your questions are pertinent and do not require repetition of previously offered information.

4. Visualize the Prospect. Polish your technique by talking *with* the prospect, not *at* her. Try to see things as she does and then talk her language.

5. Be Alert to Hidden Needs. Try to promote a "necessity awareness" in the prospect. Be tactful and show interest.

6. Emphasize Bargains. No one can resist them. It's the best excuse for making the call.

7. Clinching the Sale. Awareness of each prospect's readiness to buy is one of the most vital lessons in effective selling. Don't fumble or continue with your preconceived talk once the prospect has decided to buy.

8. Show Appreciation. Whether you sell or not, leave the prospect with a friendly feeling. A pleasant attitude will help her remember your firm when she is ready to switch.

Mrs. Smith distinguishes her from all other Smiths in the phone book.

Your solicitor should also use her name, as well as the plant's, when identifying herself. Since some solicitors will be temporary, it might be a good idea to have them use fictitious names so that customers who say they will "call back when they are ready" will automatically tell you that they are calling as a result of an earlier phone solicitation.

In selling by telephone it is necessary to build ideas around your service. These ideas must convey the value of the service to the prospect. She can react only to ideas. The prospect is the negative force while the

solicitor is the positive force. Suggestions must come from the solicitor. Reactions will follow from the prospect.

After a solicitor has learned proper "timing," she will recognize certain customer "buyer signals." She will then know that it is not always necessary to continue throughout the entire talk before trying for a close. She can return to the talk if the prospect is not yet sold, with no harm done, can give more values and then try again because she has sufficient reserve material to discuss.

Sales talks for phone solicitation should be written so that, if necessary, they can be read word for word without sounding as if they were being read. If the solicitor will familiarize herself with the talks so that they can be delivered with expression, they will sound natural. A good actor has the faculty for making you forget he has memorized every word because he thinks every thought and action out as he speaks his lines.

Keep accurate records

The average solicitor, depending upon how many hours a day she works, can make anywhere from 30 to 75 calls each day. Unless accurate phone selling records are kept, confusion is sure to reign. There's nothing worse than having your solicitor call someone to whom she has spoken earlier in the day. Records will also permit you to keep track of what you are paying per head for new customers.

One plantowner has his solicitor jot down a key code letter after each name, as follows:

A—Not in market for your service.

B—Would consider dealing with you in near future.

C—Couldn't make any contact; nobody home.

D—Prospect; needs closing at home.

E—Sale.

Category A is placed on a list to be tried again in six months or a year. The B's are followed up again at appropriate intervals. C is tried again and again until contact is made. Leads for on-the-fence prospects (D) are given to the routemen for at-home follow-up as soon as possible, while E (sales) are money in the bank.

While other systems of record-keeping may work out better in your own operation, the importance of maintaining written results of phone-solicitation work is paramount. □□

SHOULD I INSTALL A COOLING SYSTEM IN MY PLANT

IF SO, WHY AND WHAT TYPE?

IF production falls off, *IF* employees complain or leave your plant, *IF* claims increase in hot weather. If any of these things are happening to you, you owe it to yourself to investigate.

THIS IS WHAT THESE PLANTS SAY:

Ed Osborn of Swiss Laundry & Drycleaning in Louisville, Ky., says, "Our volume this summer (1955) is something like 10% above last year and we are finishing approximately an hour sooner each day."

Spalding Laundry & Drycleaning in Louisville, Ky. (Dec. 11, 1954) says, "We are very pleased with the spot cooling system we installed this past spring. The employees are much happier with their own ventilator, and it has worked out extremely well this past hot summer. We find that by bringing the air through cool water we can reduce the temperature of the incoming air about 10 degrees." (Since this letter, this plant has added two more systems and is now completely air cooled.)

Troy Laundry and Drycleaning of Port Huron, Michigan, says, "We cool our plant the year around with our new spot cooling system. It enables us to be better able to keep valuable and experienced employees and improves our chances for more production. In the shirt department, where extreme heat problem was more acute, production was higher than it has ever been."

You may well ask yourself first, which type of cooling should I install? This will depend entirely on the degree of efficiency you desire, the size of your plant, and the amount of money which you propose to budget for such a project.

Due to extreme conditions both winter and summer in laundries and drycleaning plants a proper cooling system (like a suit of clothes for an odd-build man) should be tailored to meet your needs and the particular problem in your plant. There are no two plants that have identical problems.

There are two types of forced ventilation for plants. One is known as "area" cooling. This type of system endeavors to lower the temperature over the entire room being served. This is ideal for the very small plants which have no more than 8 to 10 work stations and where the added cost of fuel to maintain efficient

operating temperatures on the equipment is not a great factor. The second advantage of this type system is the cost of installation and equipment. It is purchased as a stock item and installation is usually made by the plant maintenance crew or contracted with some local concern to install.

The disadvantages to area cooling are:

1. No individual control.
2. It naturally cools down equipment to some degree.
3. It is not engineered to the individual need of the plant.

The second type of ventilation is "spot" cooling. This system, as manufactured by Eure and Co. of Edgewater, Maryland, was designed at the insistence of people who are vitally interested in all problems pertaining to the laundry and drycleaning industry.

The idea of "spot" cooling is to cool the individual employee rather than blanket-cool the entire plant. To accomplish this type of cooling, fresh evaporative cooled air is brought in through means of high pressure main conduits to smaller branch conduits that terminate at the work stations being served. Each employee, by the use of a positive cut-off valve and an adjustable nozzle, is able to fully control the volume of air desired and the direction of air flow.

"Spot" cooling supplies a pre-determined volume of fresh evaporative cooled outside air delivered in quantities ranging from 275 to 450 CFM, velocities ranging from 2500 to 3500 feet per minute at each work station.

"Spot" cooling is adaptable for year round ventilation. It is equally efficient if one or all outlets are open or closed. A "spot" cooling system also takes into consideration the addition of new equipment or the rearrangement of equipment being used in the plant at the present time. It is absolutely necessary in a system of this particular type that it be engineered to cope with the heat problems in each individual plant.

The advantages of a spot cooling system are:

1. Designed strictly for the individual problem of your plant.
2. Fully controlled by the employee.
3. Flexibility of the system.

The disadvantage is:

1. Too expensive for very small plants.

WRITE OR PHONE FOR FURTHER INFORMATION AND COMPLETE LIST OF INSTALLATIONS

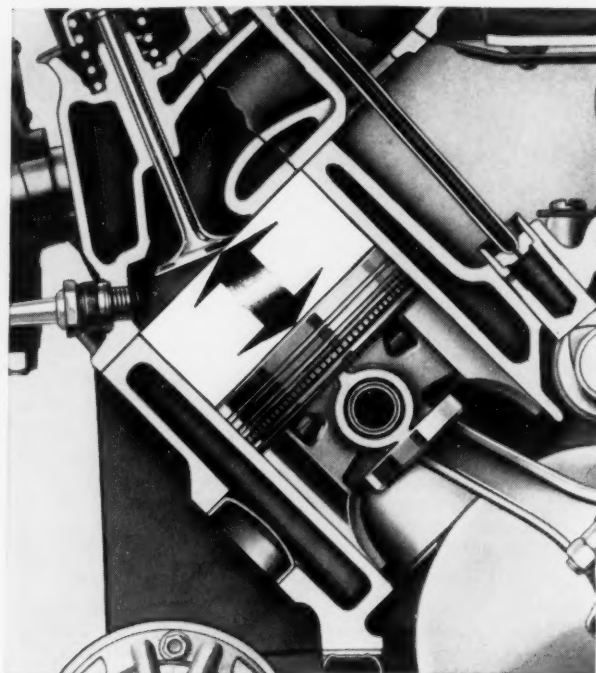
EURE and COMPANY

Box 221, Edgewater 4, Maryland
Tel. West River, Md., University 7-7917

PAID ADVERTISEMENT

SHORTEST STROKE V8 OF ANY LEADING TRUCK!

... one reason for
top-notch fuel economy,
low maintenance
costs in this New
Chevrolet Truck V8



That picture above gets right to the heart of a modern performance champ, the new Chevy Trademaster V8! * The arrow points up the *shortest stroke* of any leading truck engine—your assurance of power that eats up work while using less fuel, and minimum engine wear stemming from reduced piston travel.

This shorter stroke has brought about a whole new concept of more efficient engine design, exclusive with Chevrolet truck V8's. Because of it, Chevrolet engineers have been able to make

the Trademaster V8 the *most compact truck engine on the market, with more horsepower per pound than any other.* "Dead weight" has been pared off to give you the efficient performance you want, more pound-pulling power!

So, remember this *special kind* of short-stroke design Chevrolet truck V8's now bring you. Remember what it means in terms of money-saving, profit-making hauling. Certainly, you'll want to see your Chevy dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost in 3100 through 4500 models.



**The dollar-saver that
looks like a million!**

Here's modern truck beauty that adds to your business prestige! Long, low, forward-sweeping lines provide good advertising for you wherever you go. And you'll go more easily, too, thanks to the nimble maneuvering these new Chevy models provide!



NEW CHEVROLET TASK·FORCE TRUCKS

Anything less is an old-fashioned truck!

With UNI-MAC you can capture and control more NEW business

NO BOLTING DOWN

VIBRATION-FREE

Needs Only 10 sq. ft. of Space

—this we can prove!



*Power Laundries
are fast discovering
the enormous profit
making advantages
of the famous*

UNI-MAC TWIN

The UNI-MAC TWIN Model "400" — BACKED by OVER
15 YEARS of RESEARCH, ENGINEERING, DEVELOPMENT

A few of its Advantages

- Washes and damp-dries 80 to 120 lbs. per hour.
- Speeds up family service to customers.
- Handy for washing go-backs and 3-hour shirts.
- Relieves other heavy-duty equipment.
- Excellent for doing dye-work.
- Activates Feeder Plants.
- Handles delicate fabrics safer than any other machine made for laundering!

The UNI-MAC Co.

1917 S. Federal Highway, Ft. Lauderdale, Florida

**Saves
Operating
Costs**

• SAVES in LABOR, SUPPLIES and MAINTENANCE!

SEND FOR COMPLETE INFORMATION **Today!**



1917 S. FEDERAL HIGHWAY
FORT LAUDERDALE, FLORIDA

GENTLEMEN:

- ☐ Please send your new UNI-MAC Literature.
- ☐ I would like to arrange for a demonstration.
- ☐ Furnish description of your Advertising and Sales Promotion aids.

COMPANY _____

STREET _____

CITY _____ STATE _____

BY _____



Plantowner Thomas Rubeo finds laundry business a fascinating and highly profitable one loaded with opportunities

The Royal Road to Success

*Here's how one laundry boosted sales
from \$500 up to \$10,000 per week*

By HENRY MOZDZER

POPULAR OPINION notwithstanding, there is a Royal Road to success. We refer, of course, to the road blazed by the Royal Service Laundry, Inc., of Mount Vernon, New York. It is owned and operated by Thomas Rubeo.

In the course of a dozen years, this young outfit has experienced almost phenomenal growth until today it employs some 85 persons and enjoys a sales volume amounting to approximately \$10,000 weekly.

What's the secret of Royal's success? There is no simple answer to this question. But anyone studying the plant's progress will find the signposts to success clearly marked.

Leadership: Thomas Rubeo, 42, is ambitious, capable, personable and exudes confidence and energy. He has the ability to recognize opportunity—and the courage to seize it. A former bobtail, he has the laundry business deep in his blood and is highly optimistic about its future.

Mr. Rubeo bought his first power plant just prior to World War II and

got the volume up to about \$500 a week when Uncle Sam called. He served with an Army laundry unit while his wife ran the laundry back home.

On his return, he reorganized the plant and attracted a following of good workers. Once the production end of the operation was set, he then concentrated on building up the plant's three routes by emphasizing good service and quality work.

Buying Business: Four years ago, Mr. Rubeo bought out another plant that was doing about \$500 weekly and moved his own \$2,000 a week business into it.

Later, he purchased \$2,700 worth of business from another laundry that was selling out. Almost all of this was in wetwash—a service whose popularity, Royal management found, was steadily falling off. (Today, wetwash sales amount to about 18 percent of Royal's total volume. Greatest gains have been noted in custom, or piece work, service which customers find

to be less expensive than full-finish service which is priced by the pound. Some 20 percent of its volume is custom work.)

Promoting Routes: The backbone of Royal's business is its route operation. The firm has 18 route salesmen and two route supervisors. The average route does \$500 per week with the top one bringing in \$800.

How does management keep its route sales rising? The firm uses several means to accomplish this end:

1. *Give the men something to sell.* Royal offers a variety of services and prides itself on the quality of its work. It offers:

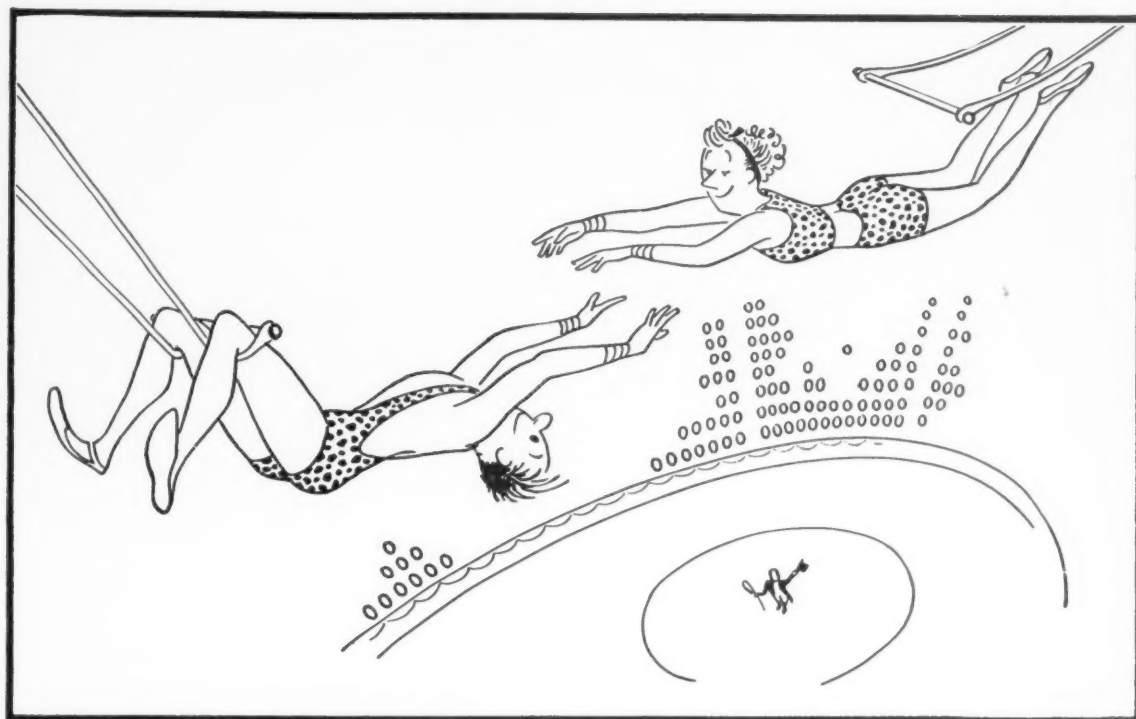
Damp Service—18 pounds @ \$1.65 and 6½ cents

Thrifty Service—8 pounds @ \$.95 (plus damp charges) and 9 cents
Flat-Fluff-Dry—7 pounds @ \$1.75 and 16 cents

Economy Service—8 pounds @ \$2.59 and 19 cents

Continued on page 40

It Takes a Matched Team to Get Best Results!



That's why you get Cleaner Clothes, Greater Production
and Lower Washing Costs with **MTD**

(MATCHED TEAM DETERGENCY)

MTD's "crossfire cleaning action"—using two specially matched cleaning agents—does for you what no other *single* agent washing method can do! Here's how it works:

You start with a high-powered soap base break—either Brex or Ozonite—to loosen and suspend heavy soils. Then you follow with a detergent made expressly for high temperature washing—Orvus Hytemp—to complete the job. This way you take advantage of two basic types of cleaning agents, each with its own special ability to remove different types of soil.

Furthermore, in addition to cleaner clothes and far better whiteness maintenance, you'll find that Matched Team Detergency offers a great improvement in rinsing efficiency. Many laundries report that rinsing operations can be cut up to 50%—a tremendous economy in time, water and steam!

Give MTD a 30-day trial in your plant today. Both you—and your customers—will be glad you did!



Procter & Gamble

Bulk Soap Sales Department, P.O. Box 599, Cincinnati 1, Ohio



Break operation is handled by three-man staff who pin-and-net finish work and completely identify custom work. Men are preferred for their stamina

Continued from page 38

Royal Special—8 pounds @ \$2.90 and 21 cents

And in addition, offer specialty services such as blankets, pillows, slipcovers, rug cleaning and dry cleaning.

The regular service on finished work is four days with Monday pickup and Friday delivery. The company also offers 48-hour service on wetwash and drycleaning on request at no extra charge. Management feels it can offer this fast service because the routes are not spread out. Mount Vernon is four miles square and Royal operates four trucks in it.

The plant established a drycleaning department only two years ago, but the popularity of the service has already made itself evident. Approximately 16 percent of the plant's revenue is derived from this source. (During the summer the ratio amounts to nearly 25 percent.) Management feels that the one-stop idea and fast service account for this growth.

2. Back them up. Management makes every effort to help its men get the work back to the customer when it is promised. Nothing seems to aggravate a route salesman (or a customer) more than a late or incomplete order.

3. Help the route salesman. Royal keeps a careful record of the customers' sales transactions. When there's a "quit," the supervisor must know why. Often an explanation or an adjustment will win the customer back. The route salesmen themselves are checked to make sure they are maintaining their sales averages. If the average keeps dwindling, the supervisor tries to find out why. If the decrease continues, the man is then interviewed by someone higher up on the management level. Usually, this informal interview is sufficient to stimulate him to do better. Management also seeks to correct a decline by employing a full-time solicitor who works with each route from time to time. (See details on page 42.)

4. Follow the customers. Royal has been quite successful in averting the usual summertime slump by following its urban customers to nearby resort areas. One truck covers these outlying areas twice a week during the off season. But when the season starts, the company sends two trucks into the area, five days a week. The fact that production had to be maintained during the summer months encouraged management to equip its plant with air-cooling units last year. (See details on page 8.)

Offer Cash-and-Carry Service: Although Royal has a plant call office, this feature has not as yet been promoted aggressively. But it has attracted a good number of customers who drive to the plant to take advantage of the 20 percent cash-and-carry discount. At the present time the call office attendant is responsible for two functions: waiting on customers, and processing the route salesmen's accounts cards and records.

Production-Conscious: One example of management's concern with production is its experimentation with shirt units. This department had two 3-girl units with the conventional bosom press and a cabinet sleeve. It produced between 90 and 95 shirts per hour.

Not satisfied with this, management experimented, decided to replace the bosom press with a cabinet bosom and remove one girl from the unit.

The results of the conversion were highly gratifying. Royal management found that with the new arrangement two girls could produce more than three girls could in approximately the same amount of floor space—about 110 shirts per hour. Management



Wash kitchen at Royal is run by two men who wash and extract 40,000 to 45,000 pounds of laundry each week

three simple lays on **AJAX**

PRODUCE THE PERFECT SHIRT

**Supermatic
SHIRT UNIT**

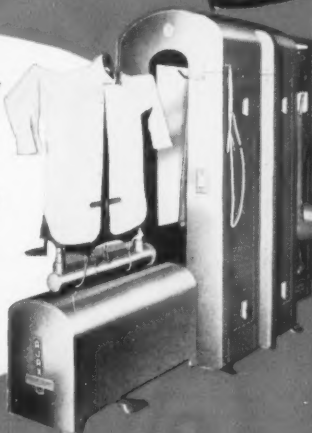
AJAX

Model CBBY

CABINET BOSOM-BODY YOKE PRESS

Completely finishes the front, back, and yoke in one lay automatically in 15 seconds, with perfect quality • Easy to Load • Easy to Train New Girls • All Steel Construction for Dependable Service • Exclusive AJAX High Velocity Heads for Fast Drying

PATENT PENDING



1

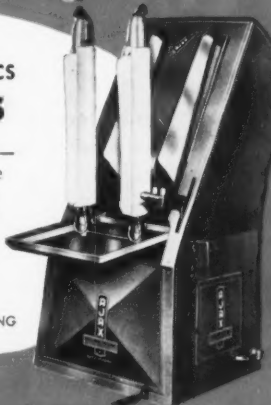
AJAX

Model CS

CABINET SLEEVE PRESS

Superbly finishes both sleeves in one lay — automatically — in 7 or 8 seconds • The exclusive "Magic-eye" seam indicator permits instant adjustment for any size sleeve • Faultless finishing from cuff seam to shoulder seam • High velocity heads and fully heated bucks for fast drying.

PATENT PENDING



2

AJAX

Model CCW

COLLAR AND CUFF PRESS

Completely finishes both cuffs and collars in one lay with superb quality. Equipped with exclusive AJAX HI-VELOCITY HEADS for fast drying. Designed for years of continuous performance. Every piece of goods gets extra-fine, lustrous finish that customers appreciate.



3

TWO GIRL LAYOUT
(Floor plan of machines)

AJAX



Western Laundry Press Co.

619 SOUTH 5TH WEST • SALT LAKE CITY, UTAH

MANUFACTURER OF AJAX PRESSES SINCE 1929

Laundrymen see them and buy them 2, 3, and 5 units at the time! Write, wire or phone for complete information. Each of these models can be added individually or as a unit. Conversion diagrams sent free on request.



Rubberized-nylon bags are used for storing washed shirts to keep them from drying out. Here plant manager Anthony Bonacci checks lot number

thought enough of the setup to equip a second unit in a similar manner.

Unit #1 contains a cabinet sleeve, triple-head press, cabinet-bosom and an automatic folding table.

Unit #2 has almost identical equipment except that it contains an individual collar press and an individual cuff press instead of the triple-head. Its production is said to be equal to the first. But it was selected to simplify the task of training new girls in cuff and collar finishing. Like most plants, Royal prefers to break in new girls on the job rather than retrain experienced shirt operators.

Royal's shirt volume amounts to between 7,500 and 8,500 units per week. Its price is 22 cents per shirt and 14 cents in a bundle. Labor costs amount to \$2.78 per 100 shirts produced.

Sport shirts, boys' shirts and women's blouses are processed at another 2-girl conventional unit at reduced steam and pressure. (An extra charge is levied only on blouses which are regarded as the most troublesome items to finish at present.) All the work is preconditioned in a nearby tumbler. The two girls in this special unit do about 360 shirts a day at a speed of 22 shirts per operator hour.

Quality Control: To eliminate complaints brought on by sloppy ink marking on shirts and sheets Royal recently revamped its identification setup and adopted an invisible marking system.

The company also makes it a practice to return shirts if they are torn without finishing them. The shirt is placed on top of the customer's order accompanied by a refund tag which

reads: "This shirt returned unfinished due to its condition. Driver will refund ironing charge."

Royal makes good on its claims or losses by replacing the item with a brand-name shirt, sheet, pillowcase, etc., from its own stock. If the item cannot be replaced, for one reason or another, a credit voucher is offered as settlement for the loss.

Royal has very few flatwork losses, thanks to a rather unusual equipment arrangement. The firm hooked up a 6-roll chest-type ironer with a cylinder-type ironer. The work is thus ironed on both sides and all but the heaviest items go through in one pass. By minimizing go-backs, the plant has been able to reduce its losses and mix-ups considerably.

Royal's next step on the road to still greater success is the construction of a storage vault. □□

Full-Time Canvasser Pays Off

Royal Service Laundry has used the services of a full-time professional canvasser to help build route sales for the past two years. It's very much satisfied with results.

The company employs a very charming woman, who has made a career of door-to-door contact work, for the task. She is paid \$45 per week, plus a commission on all new customers acquired.

This canvasser's approach is friendly and convincing. She stresses the quick service and quality aspects afforded by her employer. And meets the "I-have-a washer" argument by asking for sheets and shirts, or by recommending some of the company's sideline services. The only "door openers" used are three 50-cent "get acquainted coupons."

If the housewife agrees to try the company, the canvasser gets in touch with the route salesman covering that area and finds out when he expects to be in the new prospect's neighborhood. Later, she mails the prospect a two-cent postcard to remind her again of the time and date of the pickup.

Surprisingly enough, 90 to 95 percent of these "live" prospects become new customers. If they fail to keep the appointment with the route salesman, the canvasser calls back again to find out why.

The area of the canvasser's activity is controlled by the management. Whenever sales on a particular route need prodding, the canvasser is assigned to that territory. She works closely with the route salesman.

The canvasser, in Royal's case, works about five hours a day. It is difficult to pin down the intensity of her activity since there are many variables which affect the number of "calls" she can make. But 50 calls a day are not considered unusual in apartment-house areas.



Production-conscious management found converted 2-girl shirt units could produce more than 3-girl units. Training unit (in foreground) has separate cuff and collar presses; other uses triple-head

\$1 MINIMUM WAGE LAW AFFECTS YOU, TOO!

The Law Exempts You, But Competition Doesn't

Pocock's Corner

One of the most important factors in efficient and economical operation of a laundry is lubrication. Too often, however, it is treated like an unwanted step-child.



Whenever I see puddles of grease and oil around the ironers or creeping along the covers and padding until the workable area is restricted, I can't help wondering what kind of oils and greases are being used. Do you allow your purchasing agent to try to earn his salary by saving it on the price of oil? I have known laundry owners who used reclaimed oil in a \$10,000 ironer while putting the very best grade of oil in the crankcase of a second-hand run-about company car.

The best oils and greases for your machines are the cheapest. They stay put better and, therefore, far less is used in the long run. More important, the machines operate better, cleaner and with less maintenance expense.

I suggest that you contact the manufacturers of all your equipment to make sure that your lubrication is all it should be and then follow their directions to the letter. Purchase suitable containers for each type of oil and grease and mark it distinctly as to the use to which it is to be put. You will save money by better lubrication.

M. A. Pocock

Here's How You Can Meet and Beat Those Higher Labor Costs

Wages are leaping upward! It isn't only the new Federal Minimum Wage Law that went into effect March 1 and added 560 million dollars a year to the wages of 2.1 million workers. That's only part of the tougher competition you must meet to get and hold good workers. Under existing union-management contracts, at least 2,750,000 more workers will receive automatic wage increases this year.

You can solve this problem only by increased efficiency, particularly more automation in your plant.

In many plants, SAGER SHEET SPREADERS are the answer. If yours is a laundry handling 1,200 or more sheets and spreads per day, you need at least one SAGER. In every laundry that uses the famous SAGER "B" SPREADER, one operator easily performs the work formerly done by two or more hand shakers. SAGER operators like their work—they stay. Thus, a SAGER cuts labor costs, cuts labor turnover, simplifies a hard hand labor job and speeds up production.

You can afford a SAGER; you can't afford to be without one in these competitive times. A SAGER quickly pays for itself in savings and speeded up production.

With the SAGER "B" you can handle up to 3,000 sheets and spreads per day; above that quantity you probably need a SAGER "A." Write today for full facts and the names of laundries over the world which have reduced their ironing costs from 40% to 60% by these labor saving machines.



View of Sager "B" Spreader. Handles 1200 to 3000 sheets and spreads per day



M. A. Pocock

Dept. 56
1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Please send us full facts about your labor-saving Sager Spreaders.

Firm _____

Street _____

City _____

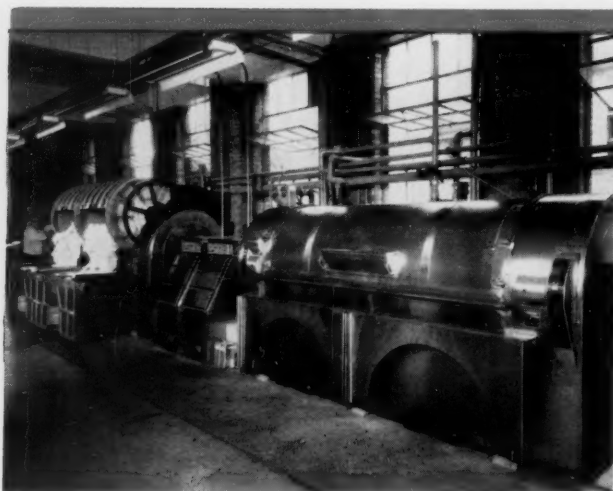
State _____

Here's why laundries of all sizes

have invested over \$23,000,000 in

CASCADE UNLOADING WASHERS

In pairs or in groups of 20 or more, these American machines give unexcelled efficiency, tremendous labor savings, finest quality. They are truly the heart of the automatic washroom.



In pairs, like these two machines, or in scores, an investment in quality is always best. This laundry went all the way, installed full-automatic controls (between washers). These controls automatically inject supplies, regulate bath levels and temperatures, time and change baths—eliminate 59 separate manual operations—increase production, save supplies, assure uniform quality washing.

Deserted washroom? On the contrary, this is a portrait of a busy day—full production! But the Unloading Cascades do almost all the work. It takes only half of the lone attendant's time to easily run all the machines in the picture. With automatic controls, it's like having an expert washman stationed at each machine!

The American Laundry Machinery Company • Cincinnati 12, Ohio



Major reason for the tremendous acceptance of Cascade Unloading Washers is the unloading feature itself. It means simply this—a touch of a button automatically unloads hundreds of pounds of wash in less than a minute. New exclusive LOAD-LOK cylinder doors have now made loading and unloading simpler and safer than ever. No other washer offers these outstanding advantages.



In larger plants you'll find Cascade Unloading Washers by the dozens. Yet you'll find only a handful of machine operators. Result—washers pay for themselves in a surprisingly short time. And you really have the ultimate in labor-saving machines—valuable property that will last and last and last. Cascade Unloading Washers are noted for extremely low maintenance costs.

Today's Cascade Unloading Washer is an important step toward tomorrow's fully automatic wash-room. Here, hoppers feed work directly into washers—a good example of how Unloading Cascades may be integrated with other labor-saving equipment. Automation is important for one reason—it reduces costs tremendously. Write today for Catalogs AB 334-322 and AB 134-322.

You can expect more from

American

The American Laundry Machinery Company





Shirt quality at Holland Laundry, Philadelphia, Pa., was improved by creating inspection point in each of nine units. New system revolves around home-made, rotating work bank in center of unit. It enables roving inspector to examine any part of shirt hanging on the device and, by watching a while, he can determine whether faults are caused by operators or equipment. Formerly finisher placed shirts on hanger rack (center foreground); they were then removed by folder, providing little chance for inspection

What Holland's Doing About Quality

By GERALD WHITMAN

STEPPED-UP QUALITY is the watchword today at Holland Laundry in Philadelphia. Like many other laundries that have realized the importance of maintaining as high a degree of customer satisfaction as possible at a time when selling has become more difficult, Holland has gone even a step further with the creation of a separate Quality Control Department.

Indicative of the serious attitude with which Holland views this problem, it is the primary function of the quality control supervisor to see that quality standards are maintained in all departments and to make recommendations to management for increasing quality *without any concern about how such changes might affect production.*

After six months, the program shows this boxscore:

1. Number of missing or misplaced pieces cut in half.
2. Dollar payments on customer claims reduced one-third.
3. Customer complaints down, satisfaction up.

Two factors were largely responsible for Holland's decision to make a

concerted effort to step up quality. Selling had become harder last year than in any since the war and it was thought that too much stress had been placed on production, not enough on quality. A wage increase last November, forcing Holland to increase prices, brought the problem to a boil. Management wanted to offer its customers something extra to offset possible reaction against increased prices. Better quality was the answer.

At a meeting with all the production supervisors, the men were asked to suggest ways and means for putting quality permanently back on the track. Ideas were solicited without thought to cost or production. Out of this session came the proposal to make someone responsible for quality, with no other duties and independent of any other department in the plant. Called the Quality Control Department, the new function would be reportable to the production manager.

Concerning the selection of a man to head up the department, the group considered whether a sales person, a production supervisor or someone from the outside would best fill the

bill. It was decided that someone from inside the plant would gain the confidence of the employees faster and more easily. Nominations were made, a secret ballot taken and a former sorting department supervisor was elected. Following a four-week investigation, he went to work in earnest.

Just about this time—and coincidentally—the now-famous MacIntosh survey report on poor quality standards in the laundry industry was presented at the AIL convention in Philadelphia, about a month after Holland's quality control program was conceived. All of Holland's department supervisors attended the convention, and the MacIntosh report confirmed their conclusions.

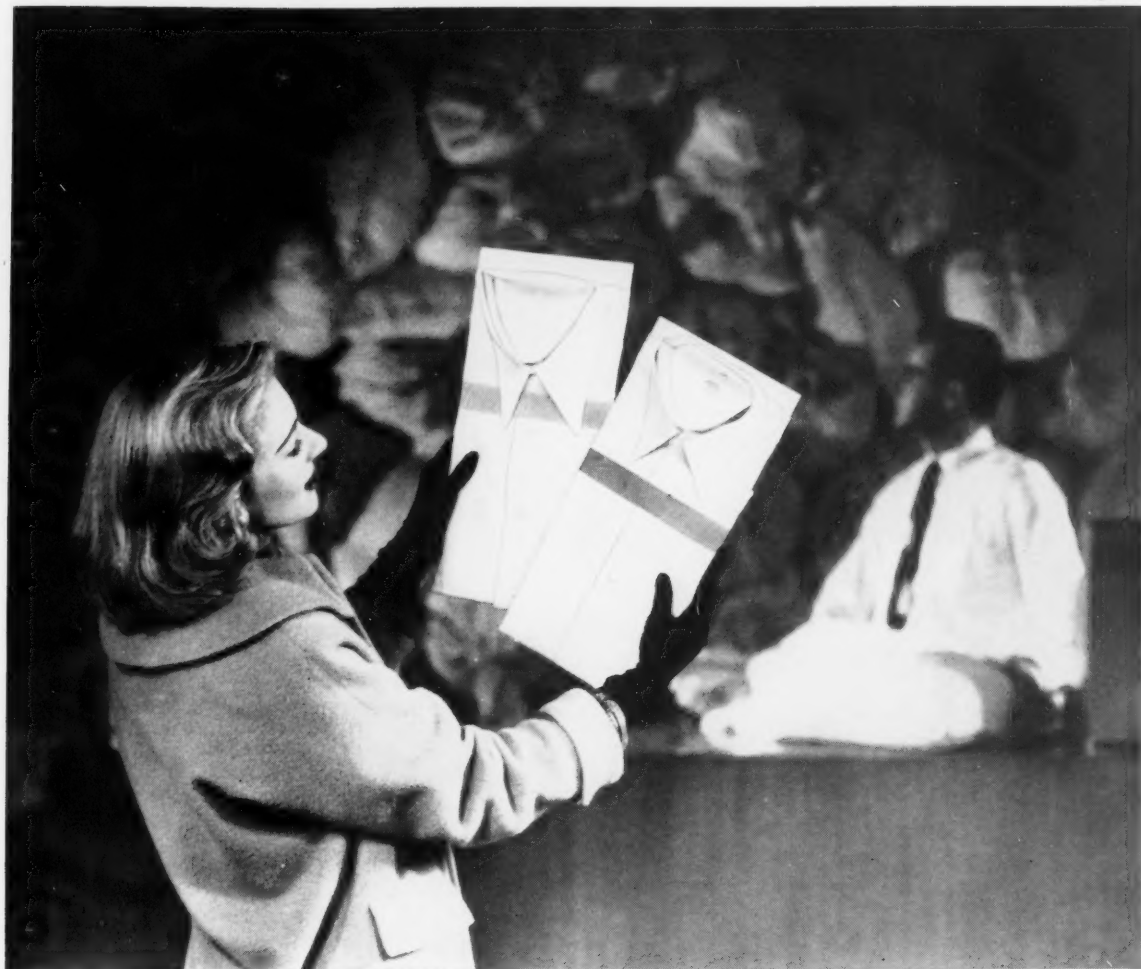
Back at the plant, an analysis was begun of all customer comments and complaints. In order to determine the degree of customer satisfaction, Holland devised a formula by which it charged off the number of individual *pieces* returned per day against the total number of *bundles* handled a day. Using this method, it was found when the program was first begun that customer satisfaction was running at a 94 percent level. Literally, the rate of customer satisfaction is probably higher, but Holland's policy is to lump both just and unjust claims together. It is felt that the plant should be able to upgrade customer satisfaction to 98 percent or more.

Incompleteness major complaint

The greatest single complaint, it was discovered, stemmed from returning incomplete bundles. For one reason or another, 7 percent of the pieces received by Holland for processing were not delivered to the customer on the scheduled delivery day.

Beginning with the marking department, additional symbols were added to the bill to help identify the marker and the path of each piece through the plant. The quality control supervisor began keeping weekly variance sheets to see how the department was progressing. The term "variance," in this connection, refers to a single piece that goes astray and is not returned with the original bundle. A week-to-week variance record was thus kept for each marker as well as for the entire department. A copy of the weekly variance report is also posted over the marking supervisor's desk so that each marker may see how she is doing.

Those markers who fall below the weekly average are called into the quality control supervisor's office for a talk. There they usually go over Holland's operating procedure manual in an attempt to get them back



they sure pile up . . .

**Money-making family bundles follow the shirts made
whiter by soap building with Dow Sodium Orthosilicate**

Laundry owners have known for years that outstanding shirtwork brings in the profitable family bundle. Soaps, bleaches, starches, finishing equipment . . . you weigh them all in regard to producing consistently finer, brighter shirtwork. But you're *still* overlooking a bet if you haven't tried Dow sodium orthosilicate, the high-alkaline soap builder.

This superb cleaning compound first builds your soap's sheer washing power . . . and works on its own in highly

specialized ways, too. Dow sodium orthosilicate neutralizes soil acidity . . . saponifies fats and oils . . . suspends insoluble soil and prevents its redeposition . . . rinses easily from the work. And a little goes such a long way; soap costs are sharply cut. The end result, of course: the brightest shirtwork you've ever had. Call your nearest Dow sales office for the name of your local sodium orthosilicate distributor . . . or just write direct to THE DOW CHEMICAL COMPANY, Dept. AL 759L-I, Midland, Michigan.

you can depend on DOW CHEMICALS

DOW

February 6, 1956

VARIANCE REPORT

9th Week

Plant Rating—7.6

Marking Department	Variances/1,000 Pieces Marked
Operator # 2	3.1
Operator # 6	3.6
Operator # 3	4.3
Operator # 5	4.4
Operator # 14	5.2
Operator # 10	5.6
Operator # 12	5.6
Operator # 13	5.6
Operator # 16	5.8
Operator # 7	6.8
Operator # 11	6.9
Operator # 15	7.2
Operator # 1	8.9
Operator # 9	9.6
Operator # 4	11.0

Department Rating—7.5

Wearing Apparel Sorting Dept.	Variances/100 Bdles. Sorted
Operator # 3	3.3
Operator # 2	3.4
Operator # 4	4.3
Operator # 1	5.3

Department Rating—4.6

Flat Sorting Department	Variances/100 Bdles. Sorted
Operator # 4	8.3
Operator # 6	8.5
Operator # 1	9.2
Operator # 3	9.3
Operator # 7	9.9
Operator # 5	11.5
Operator # 2	12.3

Department Rating—9.9

Air-Dry Assembly Department	Variances/100 Bdles. Sorted
Operator # 9	14.7

March 30, 1956

VARIANCE REPORT

17th Week

Plant Rating—5.7

Marking Department	Variances/1,000 Pieces Marked
Operator # 14	3.8
Operator # 8	4.1
Operator # 12	4.1
Operator # 13	4.8
Operator # 10	4.9
Operator # 1	5.1
Operator # 15	5.2
Operator # 5	5.4
Operator # 7	5.4
Operator # 16	6.3
Operator # 4	6.8
Operator # 3	7.7
Operator # 9	8.2
Operator # 11	8.4

Department Rating—5.8

Wearing Apparel Sorting Dept.	Variances/100 Bdles. Sorted
Operator # 2	2.7
Operator # 4	3.1
Operator # 3	4.0
Operator # 1	5.6

Department Rating—3.9

Flat Sorting Department	Variances/100 Bdles. Sorted
Operator # 4	5.1
Operator # 1	6.3
Operator # 7	6.6
Operator # 6	7.4
Operator # 3	7.2
Operator # 5	8.0
Operator # 8	8.1
Operator # 2	12.9

Department Rating—7.3

Air Dry Assembly Dept.	Variances/100 Bdles. Sorted
Operator # 9	7.5

Weekly variance reports keep score of different operators in relation to missing pieces they marked or sorted. Report at right, representing seventeenth week since quality control program was inaugurated, shows over-all improvement by department in comparison to record achieved in ninth week (left). Operators listed above ruled line in each department are considered average or better. Those below line are responsible for too many variances and are either re-trained or transferred.

on the right track. Occasionally, some people are found to be unsuitable for this type of work—a fact that was apparently not revealed in their employment tests—and these employees are often transferred to other departments.

High degrees of variances were also found in the sorting and semi-finished departments. To help overcome this, Holland now lists all bundle pieces that come into the laundry in order to keep a better check.

When the quality control program began, there was an average of seven variances (missing pieces) per 1,000

pieces. Now it's down to five variances and management hopes to bring it down still further to three per 1,000.

The next project undertaken by the quality control department was to increase quality in the shirt department. Holland has nine units where shirts run through in lots of 100 each. The MacIntosh report had recommended the creation of inspection stations between finishing and folding by running slickrails between them. Holland modified this idea by setting up rotating work banks or storage areas in each

unit (see photo on page 46) to enable a roving inspector to examine any part of a shirt hanging on the reel-like gadget. In addition, double-heated collar forms were installed in each unit. The work banks were designed and built in the plant by Holland's own engineers.

By standing nearby and watching a run of shirts at each unit for 10 or 15 minutes, the roving inspector can determine whether a recurring fault has been caused by one of the operators in the unit or by the equipment. The fault is then removed either by re-training the operator or by adjusting the equipment.

In the shirt department, at least, quality control is costing Holland money. The laundry runs on a nine-hour day but, what with assorted lunch and rest periods, the operators actually work eight hours. Management figures that each unit should produce an average of 119 shirts an hour but greater emphasis on quality has cut this down to approximately 100 shirts per hour.

Bonus system planned

The next project to be adopted in the shirt department will be the Individual Operator Rating Program. This will permit the girls in the shirt units to earn bonus pay on the basis of seniority, attendance record, production record and quality. Since the operators work on the standard hour plan, the girls with the top ratings are invited to team up with the better operators, thus affording them a good crack at bonus pay.

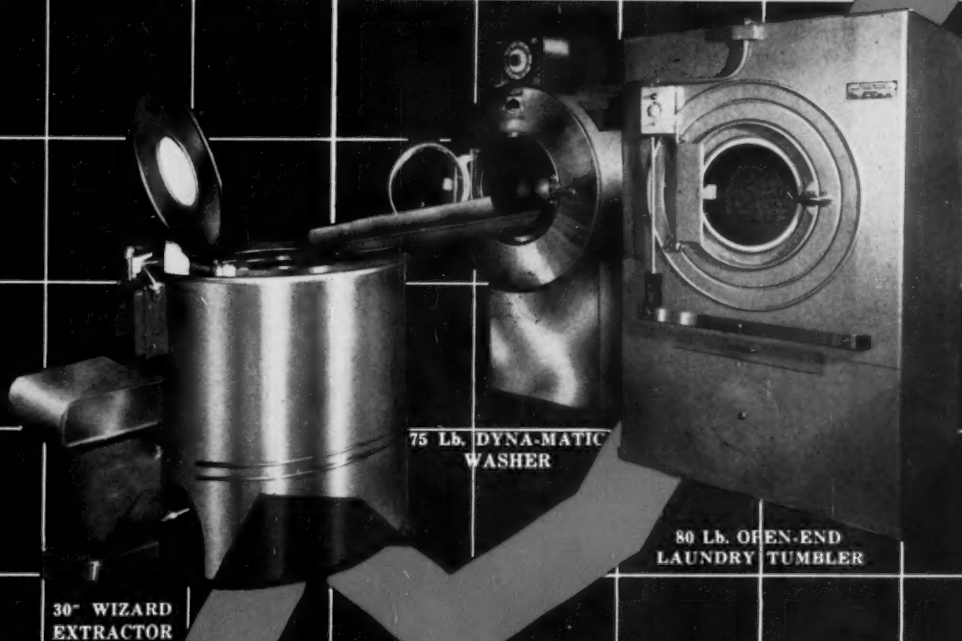
Another project that will be given a great deal of attention in ensuing months is that of flatwork finishing. Holland's survey of customer complaints revealed that one-third were about lack of repairs on flatwork, ranking this behind the problem of missing pieces in number of complaints.

In this category, customers had not been complaining about damage done by Holland, but that the laundry had not repaired damage already inflicted. Although Holland plans to set up a damp repair station between the spreading and ironing operations, management feels it will at best have to be a compromise between costs and customer satisfaction.

Holland's quality control program has already accomplished a great deal in the last six months, but management is of the opinion that it has barely scratched the surface. It also feels that it cannot solve any particular problem and then leave it alone. Quality control, to be effective, must be a continuing program, and it is Holland's intention to make it so. □□

Watch your Profits *SOAR*

with... **HAMMOND'S**



BIG 3

With the terrific percentage increase of labor, supplies, and operating costs to an all time high, the modern plant operator looks to quality, high-speed automatic equipment for his profit. The Hammond "Big 3" delivers tremendous production, speed . . . and precision automatic controls

that require less labor and time. Rugged stainless steel construction, oversize, open-end glass ports and uniform capacities deliver an amazing profit making combination. See your nearest Hammond dealer or write direct to the factory for more immediate information.

HAMMOND**LAUNDRY - CLEANING
MACHINERY COMPANY**

HAMMOND BUILDING WACO, TEXAS

Please send all available information about
HAMMOND AUTOMATIC LAUNDRY EQUIPMENT

NAME FIRM ADDRESS CITY ZONE STATE



Two employees handle Fluff & Fold service easily and profitably in one small corner of Wonder Laundries Company plant

Fluff & Fold Attracts New Customers

*Bay State laundry finds new service
has appeal to wetwash customers*

By HENRY MOZDZER

THE PET PROJECT at Wonder Laundries Company, Dorchester, Massachusetts, these days is the firm's new "Fluff & Fold" service.

According to plantowner Lou Weitz, 40 percent of the company's wetwash volume is Fluff & Fold work.

The service apparently has its appeal to the housewife who finds it necessary to send out wetwash bundles. She seems to appreciate the extra touch of having her laundry come back all folded.

At least one good reason for this reaction is that many of the items returned in this manner are ready to use or wear. Sheets, pillowcases and towels can be put away. And many pieces of wearing apparel need only touch-up with a hand iron.

The customers are also pleased with the quality of the washing. And they appreciate the fact that they can get the work picked up and delivered if

they want it that way. Many new customers have been attracted by the new service.

Wonder management first began experimenting with Fluff & Fold in 1953, but did not charge anything extra for its pains. The work was rough-dried, fluffed, folded and returned in the laundry bag.

It wasn't until last year that Wonder decided to distinguish this service by *wrapping* the folded order and establishing a price on it.

The regular wetwash service is priced at 7 pounds for 95 cents, and 7 cents for each additional pound. Fluff & Fold is priced at 7 pounds for \$1.25, and 12 cents for each additional pound. (These are "delivered" prices. A 20 percent discount is allowed on all cash-and-carry orders.)

The bulk of Wonder's revenue still comes from finished flatwork and shirts. But the fact that the number of

Fluff & Fold bundles has doubled since 1954 attests to the popularity of the service.

Fluff & Fold service is still regarded as wetwash. The average bundle coming into the plant in this category weighs about 16½ pounds.

The only promotion given this service has been by word of mouth—in the plant's call office and on its eight routes. Satisfied customers have done the rest.

Management is particularly proud of this "baby" for it requires very little floor space and no special equipment. In this respect, it is much more economical and more profitable than any sideline service might be.

Labor shortage solution

Wonder Laundries Company is also noted for its use of part-time help in

Continued on page 54

see how simply the **new**

GROMMET GRIP

increases net life...

and it's by **GIBRALTAR**, of course.

"Grommet Grip" is an exclusive Gibraltar feature that guarantees longer net life. Grommets and flexible washers are placed on one side of each end of the net. They protect the net from rough and sharp edges of the pin. Protective washer prevents grommet from damaging net. Net can be opened to full width without strain.

"Grommet Grip" serves as a guide to proper pinning and gives added protection to nets but still permits normal pinning speed. Takes all types of pins.

"Grommet Grip" is standard equipment on all Gibraltar "New Governor" Nylon Nets. Your jobber has them in stock now. By request, they can be supplied on the "Major" and "New Manhattan" Nylon Nets.



Grommet through one side of net, only. Net can open to full width.

Washer protects net from grommet.

*Patent applied for

GIBRALTAR FABRICS, INC.

254 36th Street, Brooklyn 32, N. Y.

OTHER GIBRALTAR PRODUCTS

Gibraltar Nylon Nets
(Woven & Knitted)

Gibraltar "Datex" Dacron
Duck FWI Covers

Gibraltar Resintex Nylon
Press Cloths & Covers

Gibraltar Nylon FWI Tape

Gibraltar FWI Pads & Covers

Gibraltar Nylon FWI Cords

Gibraltar Nylon Shroud Lines

Gibraltar Anti-R-G

THIS MAGAZINE + ABP = GREATER SERVICE TO YOU, THE READER



Few fields of American business and industry are without trade or professional organizations. In the field of publishing, ours is "ABP"—the Associated Business Publications.

ABP is a group of over 160 top business magazines, each dedicated to increasingly greater service to subscribers and, as a result, to advertisers.

In fact, in the field it serves, this magazine is *the only highly specialized, national, paid-circulation magazine in the ABP group*—the only one of its kind that can claim the extra quality which stems from ABP-membership.

Because 1956 marks ABP's Golden Anniversary, we list just six of the many fine ABP principles we live by in producing an ethical magazine that serves you to the maximum:

1. YOUR INTERESTS COME FIRST

Meeting and continuing to meet your business needs and interests is the objective we place before all others.

2. TRUTH AND HONESTY ARE ESSENTIAL

Every decision, step and statement we make is based on fact without distortion—the soundest means we have of earning and holding the faith of readers and advertisers.

3. EDITORIALY, WE MUST LEAD . . .

Our editors must not only present material that has genuine and professional significance, they must interpret that significance in the light of today's facts and tomorrow's trends and developments.

4. . . AND ENCOURAGE ADVERTISING QUALITY

Because informative, factual, businesslike advertising helps you most, we constantly recommend it to manufacturers—in your business interests and theirs.

5. COMPETITION MUST BE FAIR

Under all circumstances, we must present facts without bias or distortion—maintain one set of space rates for all advertisers—keep our editorial columns free from publicity donated to manufacturers as a consideration for paid advertising—protect the integrity of every page in the magazine for our readers who have bought and paid for it.

6. OUR PURPOSE MUST BE DIRECT

Each issue of this magazine must reflect a true understanding of your field and, using every constructive way possible, further its interests and the business welfare of every individual who has a part in it.

As one of its proud members, we salute ABP on its Golden Anniversary, and rededicate ourselves to the

professional publishing principles it stands for—now and in the many years ahead.

STARCHROOM LAUNDRY JOURNAL

305 East 45th Street, New York 17, N. Y. OREGON 9-4000

ABC / ABP

Published by the Business Papers Division of The Reuben H. Donnelley Corporation



correct bleaching every time with **PITTLOR®**

Pittchlor is a highly stable calcium hypochlorite containing a minimum of 70% available chlorine.

It is precision made to highest standards to assure you finest bleaching results in every batch. You need never run the risk of overbleaching or underbleaching. You need never wonder about the solution strength. Simply use a 5 lb. can of Pittchlor for each 40 gallons of water. You'll like the performance, mileage, and bleaching economy you get with Pittchlor.

Ask your distributor for it now!

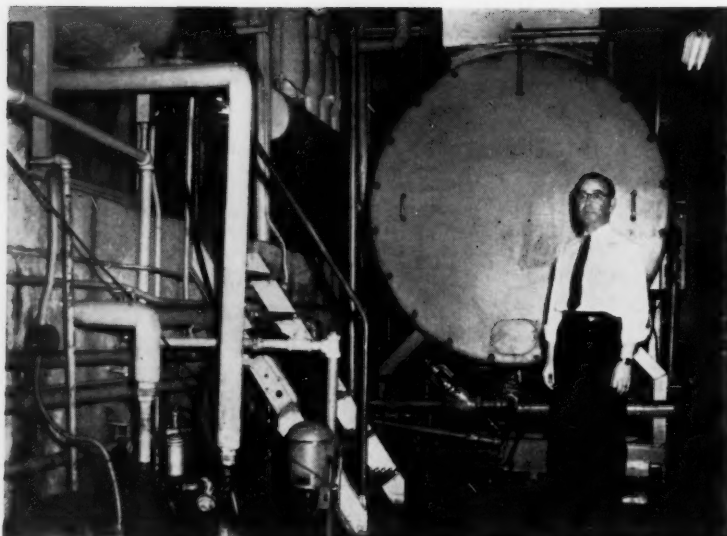
**COLUMBIA-SOUTHERN
CHEMICAL CORPORATION**
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
ONE GATEWAY CENTER • PITTSBURGH 22 • PENNSYLVANIA



DISTRICT OFFICES: Cincinnati
Charlotte • Chicago • Cleveland
Boston • New York • St. Louis
Minneapolis • New Orleans
Dallas • Houston • Pittsburgh
Philadelphia • San Francisco
IN CANADA: Standard Chemical
Limited and its Commercial
Chemicals Division



Pittchlor is packed specifically for laundries in 3½ lb. cans (12 per case). Also furnished in 5 lb. resealable cans (9 per case), and 100 lb. and 130 lb. drums with fully removable heads.



Power-plant setup is displayed by plantowner Lou Weitz. Basement floor was dropped to accommodate new package boiler unit

Continued from page 50
offsetting the shortage of full-time laundry workers.

At the height of the last World War, 65 to 70 percent of Wonder's staff was made up of part-timers—some of whom worked no more than two and three hours a day.

The labor situation has improved somewhat since then, and many of the part-timers are now working at the plant full-time. But about 40 percent of its 76 employees still put in less than eight hours a day.

Wonder's location makes it ideal for attracting local housewives who, for one reason and another, cannot take a full-time job. It is a "neighborhood laundry" as opposed to one that might be located on an open highway or in

a downtown business district. Approximately 65 percent of the employees live within a dozen blocks of the plant.

New girls at Wonder are trained by experienced operators and compensation is adjusted if production is impinged.

There isn't much of a problem in working a new girl into the flatwork department. She may be started as a shake-out operator and no great loss in production is experienced.

A new shirt trainee, on the other hand, represents a different problem. She is put in with two experienced operators in a 3-girl unit and, quite naturally, slows them down considerably. The experienced girls tolerate the beginner, however, for they are paid a flat maximum production rate

during the training period instead of the regular piecework rate. In about a week's time, the unit is usually back up to normal production standards. Wonder turns out about 10,000 shirts a week.

The experienced girls are responsible for the quality of the work. This is apparently sufficient since customer satisfaction averages between 97 and 98 percent.

The plant works five days a week on a 10½-hour-per-day schedule. Most of the girls work from 7:30 a.m. to 5:30 p.m. with an hour off for lunch. The part-time girls start at 10 (during the coffee break) and some come in at noon. There is never much of an overlap since there are groups of girls who start going home at 3:30 and 4:30 p.m.

The women appreciate the opportunity of working and Wonder has solved its labor problem.

Reduce operating costs

Many plantowners still practice false economy by operating ancient, wornout equipment which has long since been written off the books. By best estimates, approximately 55 percent of the laundry equipment in use today is obsolete.

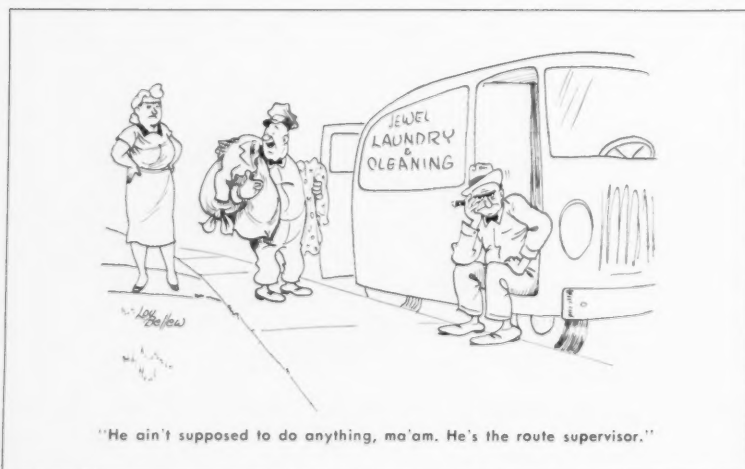
As a case in point, up until 1950 Wonder Laundries pattered along with a coal-burning boiler that cost about \$180 a week to operate. Some savings had been made by installing a heat reclaimer which raised the temperature of city water from 45 to 80 degrees. But the steam still had a high moisture content which meant that longer drying time was required at the presses.

The old boiler was finally replaced by a new 150 boiler hp. package unit (all automatic), and operating on Number 6 fuel oil.

The plant now has better steam control at 115 pounds working steam pressure. The capacity of the 1650-gallon water tank (from 80 to 180 degrees F.) is 6,400 gallons per hour. *And power costs have been cut in half.*

The installation of the new boiler was not without its problems. For one thing, the basement was too shallow to accommodate it. Rather than break up the working-floor level above the basement and create a hot air pocket, management decided to extend the present plant and drop the basement floor level to make the boiler fit. The plant was extended out 14 feet along the 50-foot back. And the basement floor was dropped.

Management is, nevertheless, quite proud of its new power plant and happy about the savings that have resulted. □□

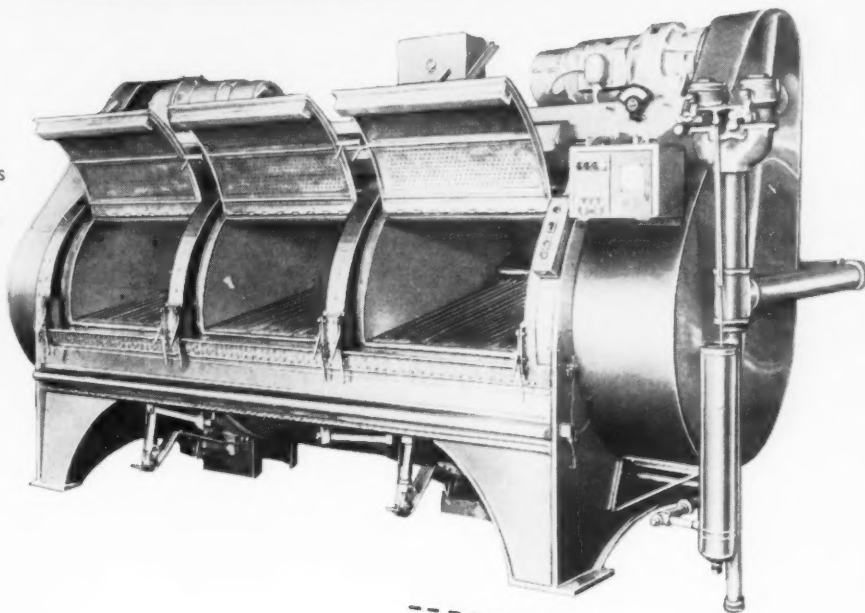


"He ain't supposed to do anything, ma'am. He's the route supervisor."

CUMMINGS-LANDAU manufactures washers that need...

NO MAINTENANCE!

Illustrated: mammoth C/L stainless steel washer, 126" long, with double end drive. C/L washers are tailor-made to your requirements to suit any size or type of extractor, with pocket capacity to match your basket size. From 24" to 64" in diameter, up to 160" in length and in dry weight capacities of 50 lbs. to 2,000 lbs. per load. Available with all types of pockets, designed for maximum ease of loading and unloading. It's the finest washer ever made. Get the facts today!



Yes... we mean exactly that!

A C/L washer requires no maintenance other than periodic lubrication. You don't need a master mechanic to service it. Costly break-downs are eliminated once-and-for-all!

The secret lies in the superb engineering, the simple, rugged design. Yes, C/L washers mean an end to mechanical breakdowns... plus many other exclusive points of superiority. Check the partial list at the right—then write, wire or phone for the complete C/L story today! It's an eye-opener... a money saver!

C/L EXCLUSIVE FEATURES

- 1 C/L EVERTITE CYLINDER DOOR LOCK.* Won't loosen under heaviest pounding! Split-second action! Gives far greater sealing pressure!
- 2 C/L SEALOMATIC TRUNNION SEAL.* Absolutely leakproof, maintenance-free! Gives you full life of trunnion bearings!
- 3 C/L RIGID FRAME.* Unique cradle suspension gives you practically noiseless, vibration-free operation!
- 4 C/L COMPRO-SEAL* Shell Door Assembly. The shell door assembly, for standard or low front machines, that's really splashproof!
- 5 C/L CYLINDERS are arc-welded of the finest MONEL METAL or STAINLESS STEEL. Sturdy, simple, indestructible.

*PATENT PENDING

finest...simplest...most rugged washers ever made



CUMMINGS-LANDAU
LAUNDRY MACHINERY CO., INC.

305-17 TEN EYCK ST. • BROOKLYN 6, N.Y. • TEL. HYacinth 7-1616 • Cable Address "CUMLAMAC"



Management men Springhorn, Parente and Town tell MYLE members of their most successful seasonal campaigns

The Spring Sales Offensive

Notes on Young Laundry Execs meeting suggest ways to increase business now

This report is based on speeches presented at a dinner meeting of the Manhattan Young Laundry Executives, which took place at Cavanaugh's Restaurant, New York City.

The general topic for discussion, "Planning for Spring Sales," was originally scheduled for March 21, but the meeting was snowed out. Approximately 40 young execs were on hand when the organization's president, Charles Shacter, called the meeting to order last month.

LOOKING AHEAD to a prosperous season, three management men outlined some of the plans their companies adopted to insure sales success. Their comments are pertinent and timely enough to warrant elaboration here:

Starting off the program Jake Springhorn, assistant to the sales manager, Blue Point Laundry, Blue Point, New York, described some of the promotional mailings made to customers in recent weeks, then touched on some of the services his company promotes, such as rugs, storage, wool storage and 4-day Blue Ribbon service. The bulk of his time was devoted to box storage and a sales contest.

Box Storage: Under this plan the customer is encouraged to store his winter garments in a box or bag

which is put in the plant's storage vault. The idea is that the plant has a ready supply of garments on hand for processing during the normally slow summer months. The customer, of course, pays the cleaning charges, plus a storage fee. Everything but furs may be included in the box.

Last year the average cleaning bill for each box ran to \$17. May and June are the best months for this service.

Sales Contest: The plant offers its route salesmen gifts instead of cash prizes. A gift catalog listing more than 3,000 prizes is given to each route salesman's wife. Each gift is valued at so many points (200 points=\$1). The points are awarded to the route salesmen for different accomplishments; e.g., the man who brings in the most drycleaning in April gets 1,000 points. Again, 200 points are awarded for bringing in a new customer.

During a recent three-month campaign for new customers, the firm's 30 route salesmen brought in four times as many as management had expected.

There are usually eight sales campaigns during the course of a year, and the route salesman's wife is informed by mail of her spouse's standing at the end of each.

The points may be turned in for gifts as earned or they may be accu-

mulated during the course of the year for more valuable prizes. Five or six top men can earn \$500 worth of prizes. The gifts seem to have more appeal than money.

Birthday sales promotion

Frank G. Town, director of public relations, Morey LaRue Laundry (Elizabeth, New Jersey), outlined his firm's Birthday Celebration as an event that pinpoints one store. (The Morey LaRue organization has many stores and the celebrations are staggered throughout the year to prevent conflicts.)

An Anniversary Celebration, on the other hand, is an occasion celebrated by all outlets.

Mr. Town then described the recent birthday promotion and preparations made by the firm's Morristown plant-store.

1. To begin with, the premises were thoroughly cleaned and the stucco front given a new coat of white paint. Banners and streamers decorated the store front and customer parking area.

2. The public was invited to inspect the plant. This feature was much appreciated by many people who had no idea what the inside of a professional laundry plant looked like. The plant supervisor took the tours through the first Saturday of the week-long celebration. This is the

NOW . . . a complete stain removal "laboratory" in one convenient kit



This is a liquid titanium stripper for fugitive dye stains



This is for all oily-base stains such as paint, lipstick, grease, etc.



This is for mildew, scorch, yellow (tannin-type) and similar stains



This is a powdered stripper especially good on black dye stains . . . also for neutralizing InkGo



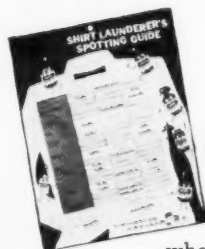
This is for rust and fruit stains



Here, in the "Wilson Stain Removal Kit" you'll find everything you need to remove spots and stains that don't come out in your regular laundering process. With these 5 famous products you can take out 99% of all stains commonly found on washable articles. And you'll take them out faster and easier — with less productive labor time, less effect on tensile strength—than is possible with ordinary stain removers.

The "Wilson Stain Removal Kit" enables you to do away with that "medicine chest" collection of risky chemicals and assorted preparations — to know that practically every stain you come across can be thoroughly and safely removed with one of these 5 Wilson stain removers.

What's more — when you buy a complete "Wilson Stain Removal Kit" you save 10% compared to buying each of the 5 products separately. Free spotting bottles too. Good jobbers everywhere carry "Wilson Stain Removal Kits" . . . order one this week.



FREE

New "Shirt Launderer's Spotting Guide." Handy wall chart lists 19 common stains, shows what to use to remove them. For a copy write A. L. WILSON CHEMICAL CO., Kearny, N. J.

best time for this since it marks the opening day of the celebration. And it's a day when the plant doesn't work. The celebration runs from Saturday through Friday.

3. The store tries to offer some good specials during the period. In this particular case the event came just before Easter and the plant didn't want to give specials on suits or top-coats, which would shortly be coming into the plant, anyway. So it gave specials on skirts, trousers, blankets, bedspreads and one or two other items. The "special" price is 10 per-

cent lower than the regular price. The route salesman operating out of the Morristown plant promoted these specials, too. (Usually, where only a branch store is doing the celebrating, the special is not carried by the routes operating in its area.)

4. The announcement of the celebration was carried in the local newspaper. And the plant's telephone operators were given a short canned speech to remind callers of the event.

5. On opening day the store passes out gifts to all comers: flowers for the ladies, souvenir combs, and in-

flated balloons (bearing the Morey LaRue name) for the kiddies.

6. The plant also tries to have some dignitary or personality on hand for the opening. In the past it has had the mayor and Howdy Doody. And at the most recent celebration—Betty Best.

The local radio station gave free air time to introduce Betty Best to its listeners that morning. And Betty presented roses and chatted with the ladies as they came into the plant. (According to an informal survey it was reported that 6 out of 10 ladies recognized Betty Best on sight.)

Conclusions: The Morey LaRue company regards these birthday promotions as morale boosters. They pep up the whole organization. Furthermore, sales increase just by these celebrations. The firm uses the same procedure for plant openings.

Frank Parente, route supervisor, Pilgrim Laundry, Brooklyn, N. Y., described some of the company's sales devices during this season.

Door Openers: Small cardboard match boxes resembling the plant's route trucks are used as door openers by canvassers. Approximately 18,000 of these are given away in a period of six months. Prospects are also given a booklet listing all the plant's services.

Direct Mail: The firm sends out notices to its storage mailing list of 31,000.

Customer Control: Salesmen's sheets are checked monthly to spot "stop" customers. If the effort to establish personal contact fails, follow-up is made by letter. Response to such letters of inquiry runs as high as 55 percent.

Radio Advertising: The company has five one-minute commercials each week. Some are aired between 6:00 and 7:00 a.m., others at 9:15 a.m. The spots push fur cleaning and fur storage as well as free laundering of three shirts with the first bundle of laundry sent in. Code words are used to pinpoint the best spot line. A call for "Miss Shaw" identifies the early broadcast; "Miss Evans" the late. The plant gets 40 to 50 calls from listeners per week.

Following the speakers' part of the program, other suggestions were invited from the floor.

The MYLE will have its final meeting of the season the evening of June 12.—Henry Mozdzer

STOP those WASH ROOM
"TRAFFIC JAMS"

...equip with the
SHAMROCK
WASHROOM TRUCK
NO. 60

8 bu. size—34" x 22" x 23
10 bu. size—36" x 24" x 25
12 bu. size—36" x 26" x 27 1/2

Easy mobility of work loads in your washroom gives you more production with the same equipment, same operators. Just add Shamrock No. 60 Washroom Trucks. You'll like their modest cost, too... only a fraction of the cost of metal trucks. Special "Vyntex" (plastic coated) duck body is waterproof, mildew-proof; frame is rustproof steel. Rubber drain hose gives controlled drainage; inside wood drain rack is removable. Four-inch steel casters on sides, 3-inch steel casters on ends for maximum mobility. Manufactured by MEESE, INC., Office and Plant, Madison, Indiana.

SALES OFFICES: NEW YORK—F. R. Tyroler, 55 West 42nd St., PE 6-0615; ATLANTA—W. E. Petway, 2577 E. Densley Dr., North Decatur, Ga., Melrose 4-4011; FORT WORTH—V. M. Hooton, 4220 Normandy Road, Tel. JEFFerson 6-6564; WEST COAST—Petersen-Daniels, Inc., 3311 Beverly Bldg., Montebello, Calif., RAYmond 3-7003; Export Mgr.—R. A. Auerbach, Easton, Pa., Cable Address, "Natty."



Built for rough day-in, day-out use

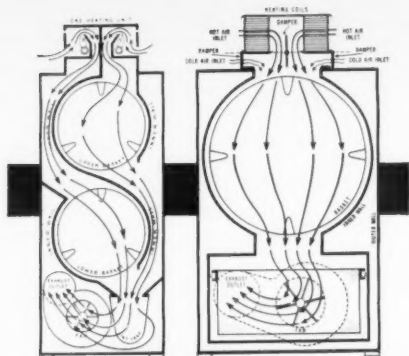
Look it over from every angle. Ever see so many features for durability and ease of operation? Ever see such downright good looks built into a tumbler? *It's no wonder that Cissell Tumblers are the talk of the industry!*



CISSELL

GAS-FIRED OR STEAM-HEATED LAUNDRY TUMBLERS

DOUBLE BASKET "TWIN" — SINGLE BASKET 36"x18" — 36"x30" — 42"x42"



**Double Walls add
strength . . . greatly
reduce heat loss**

FEATURES YOU WANT — AND NEED

- Large volume of air for fast drying
- Rugged, no-sag basket needs no auxiliary support
- Available with controls that actually think for the operator
- Cissell-built Gear Reducer for quiet, long-life operation
- Simple maintenance — all parts accessible
- Each basket in "Twin" tumbler has its individual fan motor, basket motor, heating unit, and controls; single basket tumblers have separate fan and basket motors
- Full-width lint drawer on single basket tumblers; large slide drawer on "Twin"

ALSO AVAILABLE: Cissell Steam-Heated Drycleaning Tumblers: Single Basket 36"x18", 36"x30", 42"x42".

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept. — Cable Code "CISSELL".

Consult Your Jobber



The fastest bucks wear "JOMAC[®] 54" SCORCH-RESISTANT PADDING



Talk about speed! This big Chicago laundry, enthusiastic Jomac Press Padding users, clocked a body press at 960 shirts a day. Talk about wear! Jomac gives them 4 times more wear than double-faced flannel. Talk about quality! They report that Jomac's "embeddability"—resilience—helps prevent broken buttons, wrinkles and crow's-feet.

For both body presses and collar-and-cuff machines, Jomac's resistance to starch, scorch-resistance and durability make it your best buy in press padding. Made a full 54 inches wide, Jomac cuts downtime 75% . . . cuts press padding costs from 25% to 40%. It is an exclusive product of Jomac Inc.

Sold by leading laundry suppliers everywhere

For the name of a distributor near you handling Jomac 54 Press Padding, write today to Jomac Inc., Philadelphia 38, Pa., Dept. L.



For the best-dressed press, always place Jomac's loop side down. If necessary to fit, be sure to cut with the rib.

JOMAC 54 PRESS PADDING



NO BROKEN BUTTONS



NO CROW'S-FEET



NO WRINKLES

**SWIFT'S SOAPS
GET DIRTY
CLOTHES CLEAN-**

FRESH,

**...AND THERE'S ONE
FOR EVERY
WASHROOM NEED**



WHITE RIBBON (Chips or Powder). These are neutral soaps made from the finest tallow. The chip contains 88% anhydrous soap and the powder 92%. The White Ribbon products are recommended for use particularly in higher temperature washing.

FLEXO SOAP POWDER. A scientifically and completely built product for the laundry industry. Flexo is made expressly for those who prefer a completely built product. Flexo Soap Powder is built with high-type alkalis to give a sustained high level of alkalinity throughout the entire washing operation.

Whether your business runs to denim or diapers, your clientele to housewives or house painters—there's a Swift Soap to match the type of soil you're chasing. There's one to handle your particular requirements as to water, temperature and fabrics, too. Take **SWIFT'S COLD WATER POWDER**: It's a gentle performer on the lightest fugitive colors, rayons and woolens. It's a *standby* in many laundries for outstanding whiteness retention on backgrounds of printed fabrics.

There are Swift's Soaps in flakes, chips and powders; for high temperatures and low; conventional or open end washers; neutral soaps or built soaps. Where soaps with brighteners are desired, we have them. Swift's soaps help get dirty clothes *clean*, fresh and bright. There's one, or an assortment for you and they're backed by prompt, responsible service and a 100 year history of Swift's dependability.

Take advantage of this versatility in washroom products. They'll help you help the housewife . . . to the convenience of your professional service. Write today for details and remember . . .

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

Swift

101 ST YEAR

SWIFT & COMPANY

SOAP DEPARTMENT

4115 Packers Ave. • Chicago, Illinois

To Serve Your Industry Better



Officers of new Tennessee association, left to right, seated: Cliff Taggart, Mac Hansbrough, Jack Corn. Standing: Joe Mogan, Lehman Smith, F. L. Weiland, Neal Ridley

Tennessee Association Formed

ONCE AGAIN the Southern Laundry and Cleaners Association has provided the birthplace of a state association at its annual convention. This time it was the Tennessee Association of Launderers and Cleaners, formed on April 13 at the Andrew Jackson Hotel in Nashville, during the first afternoon of the older group's meeting.

The incentive for such an organization was spurred by the announced intention of Cliff Taggart of Nashville to restrict his future industry activities because of poor health. For nearly a full generation Cliff has been a one-man standing committee for preservation of the industry's rights and economic health at the state capital.

About 35 Tennesseans assembled for the organization meeting, chaired by Mr. Taggart.

Henry Fisher, marketing counselor for the Southern group, presented a tentative constitution and by-laws, explained their contents, and withdrew from the meeting. The documents were approved unanimously with minor changes. Provision is included for an association office and staff, but the consensus of the delegates was that these were not needed at the present time.

The state was divided into six dis-

tricts according to its major marketing areas. Then delegates present at the meeting from each district caucused among themselves for two members of the new board of directors, one to represent the laundries and one for the drycleaners. The following were chosen:

Memphis area: Lehman Smith, cleaning; Henry Frank, laundry.

Jackson area: Mac Hansbrough, cleaning; F. L. Weiland, laundry.

Nashville area: Earl Coleman, cleaning; Joseph Mogan, laundry.

Knoxville area: Swan Smith, cleaning; Neal Ridley, laundry.

Chattanooga area: Gordon Ledbetter, cleaning; Kenneth Way, laundry.

Northeastern area: William Newman, cleaning; Hiram Wall, laundry.

Those members of the new board present at the Nashville meeting then gathered immediately to appoint officers. These are: Mac Hansbrough, president; Hiram Wall, vice-president; Joseph Mogan, secretary-treasurer, and Jack Corn, Nashville, sergeant-at-arms.

The last official act of the group was presentation of a framed testimonial of gratitude to Cliff Taggart for his long-time efforts in behalf of the industry. □□

building up in the rooms. They also prevent drafts from whistling through doorways and windows, to the discomfort of persons in or near them. Strategic location of a few outlets in stagnant corners, even though not occupied regularly by workers, helps hold the over-all temperature down.

The outlets are usually positioned 6 to 7 feet above the floor. Each terminates in a series of three interlocking 20-degree elbows. Since each elbow can be twisted independently of the others, the outlet opening can be pointed in almost any downward direction, up to about 30 degrees below horizontal.

A slide damper just above the elbows controls the force of the draft. Though air comes through just as fast when the damper is partly closed, it slows as it expands and bounces off the elbow bends, so that the impact on the worker is much less.

Since the draft does not fan out, it can be directed with considerable precision. It can pass close to work without hitting it. If the draft does impinge on an ironing board or the buck of a press, the heat and steam in the fabrics don't properly soften them for good finishing. Also, a strong blast will flip fabrics. This may happen when the air blast is bounced for an instant off a descending press head, wrinkling the fabric just before pressure is applied.

As a matter of general practice the Spalding management urges the employees to have the air directed toward their waists, which is below working level yet spreads the air around the body. New employees are instructed to do this. However, any worker is free to position the vents as he wishes. Some like the full blast at the floor by their feet, others prefer a damped breeze directly at their heads.

Much value in this spot cooling is undoubtedly psychological. But the fact remains that in the hottest weather it is now rare to see a worker whose uniform is damp with perspiration. Cricked necks and neuralgic muscles are rare also, and colds considerably reduced.

The management says there are still a few hot spots to be cured. However, it reports, the spot-cooling system "does everything we were told it would do" by the installing engineer, and the installation itself was smoothly handled. Most of the ductwork was fabricated on the spot, during the second shift, without interrupting production. Then between midnight and seven in the morning the ductwork was installed. So, "we are completely and entirely satisfied with it!" □□

HOW TO BEAT THE HEAT—Continued from page 14

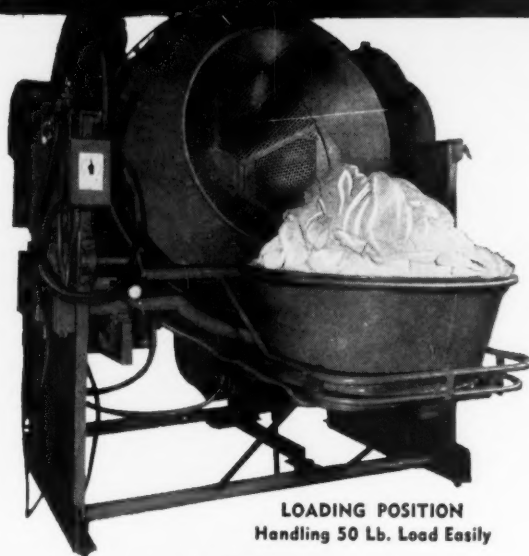
which individual ducts are damped down affects both load and distribution.

For instance, the linen supply area is compact and high-ceilinged, with almost all outlets tapping the main header. Laundry finishing, again, is compact and in a straight line, allowing use of a maximum of big headers and a minimum of subbranches. On the other hand, the drycleaning area is L-shaped, widely spread out to ac-

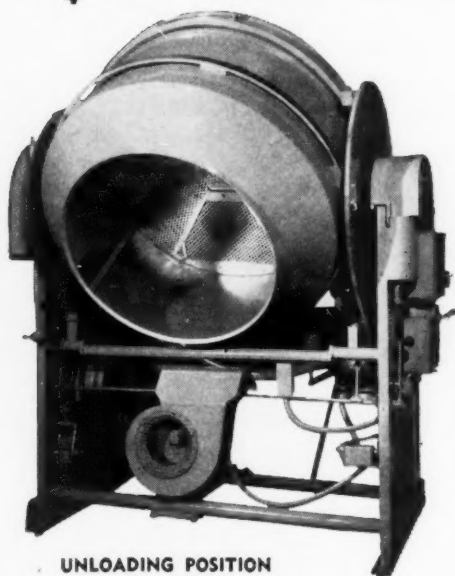
commodate slickrails, and low-ceilinged. Moreover, loaded rails make each finishing unit a separate pocket of hot stagnant air.

This pocketing of air points up a secondary problem to be overcome by the spot-cooling system. Air still should be kept moving throughout the whole plant. When air comes in under pressure, large low-speed exhaust fans in walls or ceilings are needed to keep back-pressure from

Every Time Wages Go Up A Purkett PCT* Pays For Itself That Much Faster



LOADING POSITION
Handling 50 Lb. Load Easily



UNLOADING POSITION
Shows Powerful Blower

*Naturally
it's a PURKETT*

It's a case of simple mathematics. A survey will show what employees can be eliminated in the manual shake-out operation by using a Purkett Pre-Drying Conditioning Tumbler, and you multiply that figure by your wage scale, and there you are.

Note that you may get help on your problems from a specialized engineer of Purkett's Consulting Service, without obligation.

Of course, the PCT* means a lot more than that to every operator . . . for example:

1. Purkett's PCT* will keep your ironers working at full capacity with the quality of ALL work improved.
2. Re-runs will be eliminated. All excessive moisture will be removed and the remainder properly distributed.
3. Purkett's PCT* will increase production with **less labor** and at the same time reduce employee fatigue.
4. It will cut processing time because it will handle a large hourly volume.

Write for descriptive literature

*PRE-DRYING CONDITIONING TUMBLER

Purkett equipment is sold by ALL Major Laundry Machinery Manufacturers and by

PURKETT MANUFACTURING COMPANY

Joplin, Missouri

DEPENDABLE PRE-DRYING CONDITIONING TUMBLERS

laugh 'n learn



Bad timing can't be corrected by bum jokes. Wash men know that improper extraction can cause shirts to be poorly finished.

That's why it is so important to follow recommendations of equipment manufacturers on extraction.

Quality shirt finishing requires constant care every step of the way. The most helpful factor in beautiful finishing is Satinette starch. Your Kever Sales-Service Man can show you how it improves appearance, increases production, builds bigger volume.

THE KEEVER STARCH CO., Columbus 15, Ohio

Corn, wheat and other grain products for industry since 1898



Reprints of this ad are available from your Kever Jobber

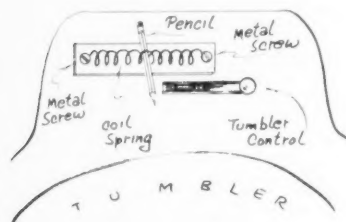
STARCHROOM LAUNDRY JOURNAL

Rhapsody in Bellew

THE LONGER I'm around this laundry industry, the more confused I get. Take Long Beach, California, for instance, and all their oil wells. That town is loaded with money and the laundries are doing very well, if you ask me. Just *how* well they are doing was brought home to me when I dropped in to see Jim Foasberg's laundry on the north side of town.

Jim uses a small wooden keg in his washroom to hold the blue. Now what do you suppose he's using as a cover for the keg of blue????!! Not just *any* old kind of lid, like the rest of you poor folks, this Foasberg Laundry uses a brand new Cadillac hubcap for the purpose. Brother, how rich can you get!

Naturally, as soon as it was evident this practice might be publicized, Mr. Foasberg assured me I was jumping to conclusions. I was made to understand his washman had found the hubcap while on his way to work . . . and, well, it just fit the keg. (Sure, sure, Jim, I believe you!)

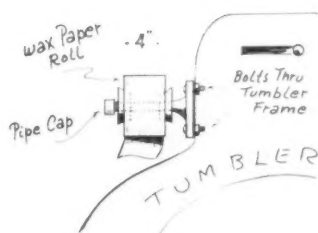


Pencil and Chalk Holder

At the Balzer Laundry in Van Nuys, California, I saw an interesting pencil and chalk holder mounted on the tumblers. A little coil of spring-wire, stretched slightly, is mounted on a small board and fastened to the tumbler front with a sheet-metal screw at each end of the board.

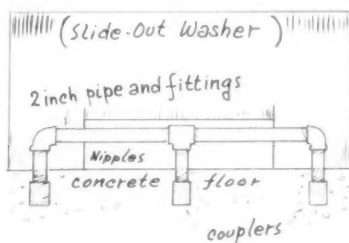
Paper Holder on Tumbler

Lots of launderers use the system of having the tumbler operator put the customer's name on a scrap of paper to identify bundles leaving the tumblers on their way to the checkers. At the Balzer plant in Van Nuys the tumbler operator places the tumbled bundle in a hamper with the piece of



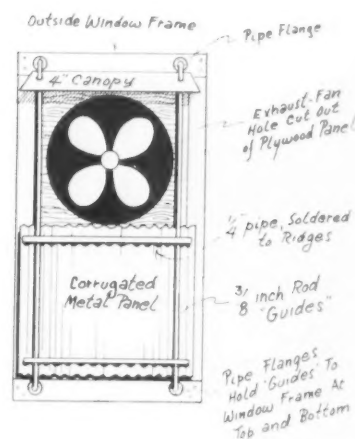
paper bearing the customer's name on top of the top piece. Over this is placed a sheet of plastic to prevent mixing bundles.

To assure the girls a handy supply of paper for this purpose, each tumbler sports a little homemade roll-paper holder fastened to the top side of each machine. You'll just have to study the drawing to see what I mean since I can't name off the parts. Looks like some kind of a spindle with a threaded end so the cap end can be tightened enough to keep the two little wooden "bearings" in position so the holder will turn on the spindle without rolling too freely.



Washer Guard Rail

Just before the Young Men's Conference in San Francisco, I had a nice visit with the Corfees in Sacramento. Young Allen Corfee showed me a lot of things they've done around the plant. Among them was a guard rail along in front of their washers to protect the machines from being bumped by the extractor baskets. Using 2-inch pipe and old fittings, these guards have legs of pipe nipples set into the concrete floor to hold the guard rails just a few inches off the floor. For greater holding strength in the concrete, the pipe legs were fitted with old pipe elbows, trees or couplers (whatever was available). Certainly saves damaging the washers.



Sliding Window Panel

Another gadget from the Corfee plant worth telling about was a very simple but efficient exhaust-fan opening in a window of the suede-spraying room at the side of the plant. Naturally, the top glass of the window had been removed to allow the installation of the fan, so it became a problem as to how to cover the window when the fan was not in use.

The answer is nothing more than a sheet of corrugated metal that rises and lowers on two $\frac{3}{8}$ -inch metal rods anchored top and bottom to the window frame on the outside of the building. If I remember correctly, the two perpendicular rod "guides" are bent on the ends to hold the rods a couple of inches away from the window frame so the corrugated panel can slide up or down. The rods, I think, are anchored to the window frame with pipe-flanges.

A $\frac{1}{4}$ -inch length of pipe runs across the top edge of the corrugated panel, and another is soldered to the lower edge. With the corrugations running vertically, the $\frac{3}{8}$ -inch guide rods fit freely in the grooves of the corrugated sheet, under the $\frac{1}{4}$ -inch-pipe crosspieces. Over the fan opening in the plywood panel at the top of the window is a little canopy of metal to divert the rain when it runs down the side of the wall.

The corrugated panel slides easily up into position to cover the exhaust opening and is kept in position with a pin through the metal panel and into the wall. □□

Laundry News Notes



PHILADELPHIA, PA.—Frank Goldberg, secretary of Pennsylvania Linen Rental Service, has been appointed to the Research Committee of the Linen Supply Association of America.

BROOKLYN, N. Y.—Rite Way Laundry Corp., 3319 Atlantic Ave., announces the purchase of Abraham Krieger's interest in the company by the Mazlish family. Louis Mazlish continues as president and treasurer; his son, Robert, moves from general manager to vice-president, and son-in-law, Robert Seaton, becomes secretary and sales manager. Both sons are directors in the corporation.

NORTH BERGEN, N. J.—Leo Silver has been appointed manager of Premier Laundry, Inc. Mr. Silver was transferred from the Rutland, Vt., plant.

ORANGE, MASS.—Irene Lyon and Hazel Burbulis have opened Spic and Span Automatic Laundry, 6 N. Main St.

CENTRAL FALLS, MASS.—Fire recently destroyed White Star Laundry, with loss estimated at many thousands of dollars. George T. Dann is the owner.

FORT WILLIAM, ONT., CAN.—New drycleaning equipment has been installed in New Method Laundry and Dry Cleaners, located on Memorial Ave., it was announced by Roy Smith.

PITTSBURGH, PA.—West Penn Hospital has purchased a building at 4901 Liberty Ave., which will be used for a new hospital laundry.

JOHNSONBURG, PA.—N. A. and J. F. Gigliotti have purchased Johnsonburg Laundry from J. B. Freeburg.

WILKINSBURG, PA.—Notice has been given of the intention to file a certificate for the conduct of Franklin 2 Hour Laundry, 788 Penn Ave., by Siegfried Weinblum and Fred Hellman.

RAVENSWOOD, W. VA.—Sanitary Launderette has been opened by Paul Shay.

PHILADELPHIA, PA.—Herman Gitlow, vice-president of Gordon-David Linen Supply Co., has been named to the board of trustees of St. Luke's and Children's Medical Center.

CHATHAM, ONT., CAN.—New drycleaning equipment has been installed in Maple City Laundry and Dry Cleaners, Ltd. In addition to its office and plant at 420 Park Ave., W., the firm has branches at 12 Fifth St., N.; 87 Queen St., and 4 Market Square.



LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Cadillac Laundromat, 2319 S. LaCienega Blvd., by Harold Fleishman to Esther Pollinger.

WILLIAMS, ARIZ.—Ray Larson has announced that construction will begin on a new laundry at Morse and N. Second St., to be completed some time in the fall.

LONG BEACH, CALIF.—An open house was held recently at Long Beach Laundry & Drycleaners and Long Beach Linen Supply, 2201 E. Carson Blvd., by Southern Service Co., Ltd., of Pomona.

EL DORADO, KANS.—Mr. and Mrs. Oracle Collins have purchased Wash-A-Teria Self Service Laundry, 703 S. Race, from Mr. and Mrs. C. W. Butterworth.

LANCASTER, CALIF.—James E. and Lethea L. Clark have given notice of intention to sell Lancaster Laundromatic, 523 W. Ave. I, to Frank A. Shannon.

BOULDER, COLO.—Model Laundry and Cleaners, 2639 Broadway, has opened its second unit, at 1622 Broadway. Another unit will be opened later this year in the BaseMar Shopping Center. Ray Grohne is president of the firm.

GLENDORA, CALIF.—Mr. and Mrs. Daniel B. Hamilton have purchased Automatic Laundry, 120 S. Dyer Lane, from Myrtie Kruger and Gladys Elliott.

PERRYTON, TEX.—A laundry has been opened by Calvin and W. H. Philley, which will be operated in connection with their Just Rite Cleaners.

VAN NUYS, CALIF.—Alfred A. Kleirath has announced plans to sell Whirlpool Automatic Laundry, 5614 Van Nuys Blvd., to Coningsby Deryck Phillips.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Fairfax Launderette, 858 N. Fairfax Ave., by Sam Langer to Albert M. Garger.

SAN PEDRO, CALIF.—G. A. Anderson, owner of Pacific Half Hour Launderette, 1721 S. Pacific Ave., has been elected president of the Automatic Laundry Association of Southern California. Wilbur Myers of Burbank is secretary.

LOS ANGELES, CALIF.—Murray La Bel has announced plans to sell Beverly French Laundry and Dry Cleaning, 7669 Beverly Blvd., to Edward and Rose Friedman.

TERRELL, TEX.—Terrell Laundry and Cleaners recently celebrated its forty-third anniversary. Associated with W. C. Sturgeon, one of the original owners, in operation of the firm are his son, W. C., Jr., and George Carr.

BLUE LAKE, CALIF.—A new launderette has been opened by Roger Bowman.



DETROIT, MICH.—The appointment of Richard A. Langhinrichs as general manager of Palace Model Laundry & Cleaning Co., has been announced by H. E. McKnight, president.

RICE LAKE, WIS.—Mr. and Mrs. Edward Mackey have purchased Suds Box Laundry, 35 N. Main St., from Elmer Nelson.

DUQUOIN, ILL.—New equipment has been installed in Berg's Laundry, 20 N. Mulberry St. Mr. and Mrs. John Berg are the owners.

FAIRVIEW, OHIO—New-Day Laundry and Cleaning, with main headquarters at 12719 Lorain Ave., has opened a branch at 23933 Lorain Rd.

TAWAS CITY, MICH.—Mr. and Mrs. Fred Donahue have opened Speedy-Wee Wash-It Laundry in the former post office building.

OAK LAWN, ILL.—Owners Elbert Levy and David Goodhart have announced a large expansion program for

RIP OUT THIS AD . . . and pin it to your letterhead!

what is this coin-operated business?

Coin-operated laundry stores are now proven money-makers! Many laundry operators are opening their second stores . . . this time, a coin-operated Laundromat—a *real self-service laundry that actually runs itself.*

If you are now running a laundry, this may be that extra business opportunity you've been looking for.

Results show that coin-operated laundry stores need no attendants. You devote very little time and effort. All equipment operates like soft drink or cigarette vending machines . . . **automatically.**

ALD, Inc., will help and advise in store planning and training . . . finance up to 80% of your necessary equipment. Rip out this ad and pin it to your letterhead. Our field representative will be pleased to give you the **BIG PROFIT STORY!**



ALD, INC.

3549 N. Clark St., Chicago 13, Ill.
1546 Edison St., Dallas 7, Texas

7402 Sunset Blvd., Los Angeles 46, Calif.
785 Market St., San Francisco, Calif.

ALD, New York, Inc., 37-28 30th St., Long Island City 1, N. Y.
The Prudential Bldg., Jacksonville 7, Florida

Write or Phone! Regardless of Where You Are

- We will call on you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 6 offices.

**NO LIMIT
NO RESERVE**

AUCTION

WORLD'S LARGEST PLANT
under one roof...

Finest — Most Modern Equipment
MULTI-MILLION DOLLAR EVALUATED
PEERLESS LAUNDRY & DRY CLEANERS

Main St. at
Slauson Ave.

LOS ANGELES, CALIF.

Starting 9:30 a.m. Pacific Daylight Time

TUESDAY, JUNE 5th

and continuing daily until all is sold

The auction of the decade in the Laundry,
Dry Cleaning, Chenille & Rug Cleaning Field
You're sure to find the equipment you need at this sale!

Phone/write/wire auctioneers for free brochure

**Milton J.
WERSHOW CO.**

7213 Melrose
Los Angeles, Calif.
WEbster 3-8541

Jack ROUSE & SON

463 S. Robertson
Beverly Hills, Calif.
BRadshaw 2-0728

**David
WEISZ CO.**

840 San Julian
Los Angeles, Calif.
Mlchigan 8005

Sparkl Drive-In Laundry and Dry Cleaners, 5114 W. 95th St.

HARTFORD, WIS.—New equipment has been installed at Hartford Laundromat, it has been announced by Mr. and Mrs. Paul Dana.

CHICAGO, ILL.—A grand opening was held recently at Pamray Laundromat and Cleaners, 5313 N. Harlem.

COLDWATER, MICH.—The March meeting of the Southern Michigan Laundry Managers Association was held recently at the State Home. Guest speaker was J. W. Shields of Diamond Alkali Co., who talked on laundry bleaches and conducted a group discussion afterwards.

MARYSVILLE, OHIO—Robert Beams has purchased Marysville Modern Laundry, 324 W. Fifth St., from Eugene Fisher.

MARSHALL, MICH.—Marshall Laundry Co., 313 S. Jefferson St., was damaged by fire recently.

TOMAHAWK, WIS.—William Duff has opened Tomahawk Laundromat on Second St.

DAYTON, OHIO—Expansion and remodeling of the laundry at Miami Valley

Hospital are under way, it was announced by Dr. Frank C. Sutton, hospital director.



ATHENA, ORE.—Mr. and Mrs. Ralph O'Dell have opened Athena Self-Service Laundry at Athena Auto Trailer Court, S. Third St.

FOREST GROVE, ORE.—Mr. and Mrs. Herbert Read have taken over the operation of Washerette, located on 19th Ave., from Herman Freer.

TERRACE, B. C., CAN.—New dry-cleaning equipment has been installed in Al's Laundry. Albert Ponto is the proprietor.

PLATTSMOUTH, NEB.—Mr. and Mrs. Fred Tesch, Jr., have purchased Whirlpool Laundrette from Mrs. Fred Armstrong.

HERMISTON, ORE.—Ruth and Albert Crist have sold Hermiston Half-Hour Laundry to Nan and Fred Reeves.

REDMOND, ORE.—Lauder-Eze, self-service laundry on Highland Ave., has been opened by Mr. and Mrs. Robert Irby.

INDEPENDENCE, ORE.—New shirt finishing equipment has been installed at Independence Launderers & Dry Cleaners. The owner is Ray Dunckel, mayor of Independence.



BRADENTON, FLA.—W. E. Crowson has purchased Max Steele's interest in Bradenton Laundry and Dry Cleaners, Inc., and now is sole owner. At the same time, Mr. Steele purchased Mr. Crowson's interest in Clothes Line Laundry, Manatee Ave., W.

CHATTANOOGA, TENN.—New shirt finishing equipment has been installed in Launderette, 344 Frazier Ave.

SHREVEPORT, LA.—Lyles Laundry and Cleaners, 1921 Market St., has been purchased by Couvillion's Laundry and Cleaners, 1120 Barksdale Blvd., Bossier City.

ATLANTA, GA.—A laundry and "washeteria" will be opened in the Bankhead Shopping Center, now under construction.

LONDON, KY.—New drycleaning equipment has been installed in London Laundry and Dry Cleaners, it was announced by J. W. Terry.

SAVANNAH, GA.—Georgia New Way Laundry and Dry Cleaning Co. has been opened at 810 DeRenne Ave., E.

TITUSVILLE, FLA.—New equipment has been installed in Palm Steam Laundry, it was announced by Paul Schohl, owner.

JACKSONVILLE BEACH, FLA.—New shirt finishing equipment has been installed in Beach Laundry, N. Sixth St. and Beach Blvd. Mr. and Mrs. Medlock are the owners.

ROCKY MOUNT, N. C.—Carolina Overall Co. has been opened in the 800 block of S. Church St. The industrial laundry is owned by Oscar Stempler and Nat Popick.

BOGALUSA, LA.—A laundry will be constructed on White St., it was announced recently.



Riddax

Complete washing compound **for colored work**

Rapidly dissolves soils, brightens colors — RIDDAX® saves time by washing *more* classifications of colored work together — actually washes light and dark colors like they've never been washed before!

Redeposition of loose dyes on fabrics is prevented by a colloidal ingredient in RIDDAX which adsorbs fugitive dyes, improves quality of work. What's more, RIDDAX — with its unique combination of oils, solvents and special alkalis — rapidly dissolves soil, removes perspiration stains at high or low washing temperatures.

For the lowest use-cost known, this *complete* detergent gives you clean, sweet-smelling clothes that are soft and absorbent, not streaked or faded. (It is also ideal for greasy overalls, mops, kitchen towels!)

For a demonstration of RIDDAX in your own laundry, call your Wyandotte jobber or representative. Wyandotte Chemicals Corporation, Wyandotte, Mich. Also Los Nietos, California. Offices in principal cities.



J. B. FORD DIVISION
SPECIALISTS IN LAUNDRY WASHING PRODUCTS

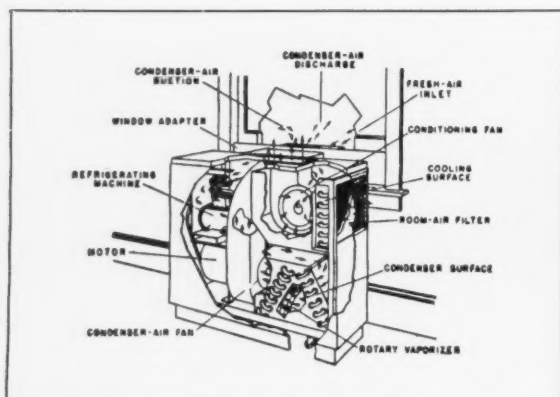


FIG. 1. Self-contained window-type air-conditioning unit suitable for office cooling

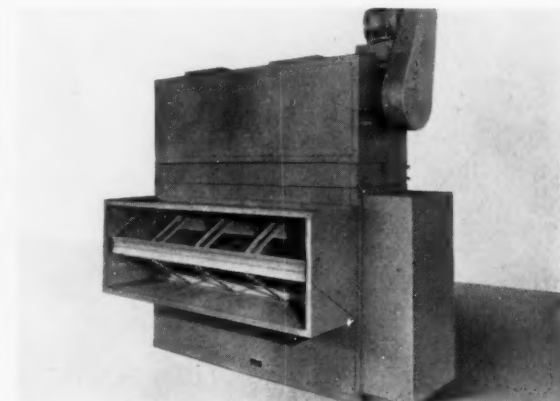


FIG. 2. Decorative, compact assembly of larger self-contained air-conditioning unit is shown above

The Prospects for Air-Conditioning Laundries

By JOSEPH C. McCABE

WITH THE ARRIVAL of spring the plant operator's mind turns to thoughts of the warm weather ahead. And today in more and more industries air conditioning seems to provide the answer to all problems of climate and humidity. Just how does this blanket answer work out when it is applied to the laundry industry?

Office and customer areas

Closed-off business and office areas lend themselves easily to the benefits of air conditioning. Here the answer comes in a package-type air-conditioning unit. Depending on the load you can choose a small window unit (Fig. 1) or a good-sized, self-contained air conditioner (Fig. 2).

The window-sill models (rated at $\frac{1}{2}$ and $\frac{3}{4}$ ton*) are usually air-cooled; that is, they depend upon a flow of

outside air to carry away the heat the condenser picks up in its cooling job. Room air is pulled into the conditioning unit by the fan and then passed over a coil where it is heated or cooled, depending on the temperature desired, then discharged into the room.

The larger self-contained units come in sizes up to 20 tons. They have all the elements that would go into a complete air-conditioning system no matter what its size. These elements are fan, filters, direct-expansion cooling coil, a compressor, condenser, receiver and auxiliaries contained within a soundproofed, attractively decorated cabinet.

Production areas

The task of air-conditioning a typical laundry production area is an entirely different problem. Washers and finishing equipment require heat in

the form of steam for their operation. These units not only throw off heat but add considerable moisture to the air in the form of exhaust steam and to raise the humidity in production areas. What can be done to correct or relieve this situation?

The absolute answer is to go to a complete air-conditioning system which means installing a refrigeration plant. In the case of a typical laundry this would be out of the question from a cost standpoint. Here is why.

Suppose your back-of-the-plant area measured 60 by 60 feet with a 10-foot ceiling. You would have a volume of air of 36,000 cubic feet. Further, suppose you had 25 people working back there. They should have a new supply of air measuring roughly 25 cubic feet per minute (c.f.m.) per person or 625 c.f.m. total, or 37,500 cubic feet of fresh air every hour.

Continued on page 72

* See glossary on page 72.



Nicholson *steam trap* simplicity gives you

peak performance, low-cost maintenance

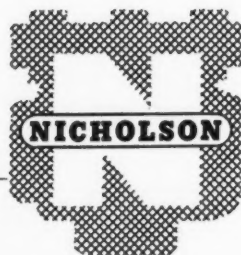


Write, today, for your copy
of new Bulletin 10-55—for
detailed information.

Nicholson simplicity of design and operation pays off big in any plant . . . in peak performance for severest washing and ironing operations . . . in easy, low-cost maintenance. Nicholson traps offer the most effective method for discharging condensate and air from steam lines.

- one moving part—big husky bellows.
- positive shut-off—no waste of steam.
- high capacity—effective use of large orifice.
- each unit service tested—with steam.

When less than the best won't do, specify Nicholson.



W. H. **NICHOLSON** *and Company*

TRAPS • VALVES • FLOATS • METAL PARTITIONS
LAUNDRY, DRY CLEANING AND PRESSING MACHINERY

14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 98 PRINCIPAL CITIES

Continued from page 70

This calls for a complete air change about once every hour (very conservative). And let's say for the summer you wanted to hold the inside temperature to 10 degrees below the outdoor and the load in B.t.u. to be removed was only 10 B.t.u. per cubic foot. You would need to remove 375,000 B.t.u. per hour or would have to supply something over 30 tons of refrigeration.

The cost of such an installation would be upward of \$17,000 depending on lengths of duct and the efficiency of the air-conditioning system, affected as it is by the building and roofing construction, among other items. An outlay of this magnitude for a two-to-three-month duty is an extravagance.

There are other ways, however, of achieving partial air conditioning of the general laundry area that do not exact so heavy a cash outlay. The easiest method is, of course, straight ventilation. This involves sufficient fan power to produce a fairly strong air movement, which in itself gives a feeling of comparative comfort.

The application of fans is fairly simple. The ideal arrangement calls for exhaust fans on the sun side of the building and intake or fresh-air fans on the north side. If building layout or equipment location presents a problem for the intake fans, then stay with the exhaust fans on the sun wall and install the other fans wherever convenient. Such a system, however, is merely a refinement of the use of many smaller fans for localized relief.

Evaporative cooling

A more effective relief method is the employment of evaporative cooling. This again can be done piecemeal so as to give localized relief or it can be employed throughout the back of the plant area. The exact cost, of course, depends on which selection you make and the climate in which you are located. There are those who feel you can justify completely cooling the work area of your plant by this method if you have an average monthly difference between dry-bulb* and wet-bulb* temperatures of at least 12 degrees.

While an evaporative cooling unit is less expensive than a refrigerated cooling unit, the cost of ductwork is just about the same in both instances. If you were to try for even distribution of the cooled air throughout the production area you would need considerable ductwork and the cost could run \$125 to \$150 per outlet.

* See glossary.

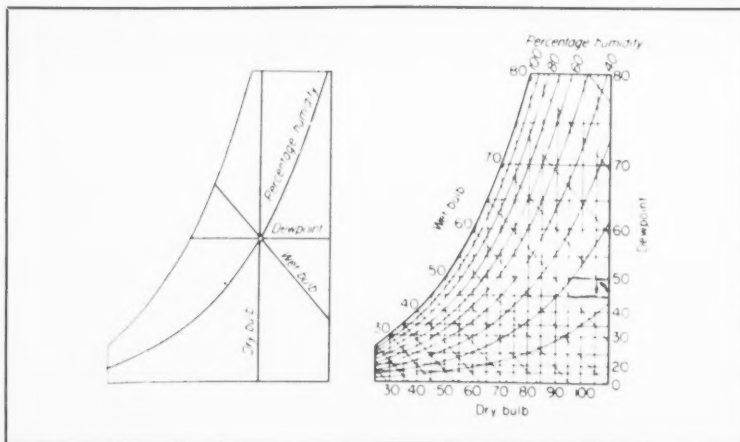


FIG. 3. Psychrometric chart (right) with major lines pictured left. Terms are explained in the glossary below

Suppose you were to use our sample laundry described above requiring 625 cubic feet per minute. A single duct supplying this load would measure more than 6 square feet in cross-section and some allowance would have to be made for loss of air pressure in the duct. The chances are you would employ two or more large supply lead-off ducts feeding various corners of the plant.

The fan power required obviously would increase with the length of the ductwork.

Unquestionably you would settle for something less than complete and even distribution of cooled air for a lower price. But the advantage of evaporative cooling lies in the comparatively lower cost of supplying cool air, and not in the ductwork which would be comparable in both cases.

The working of an evaporative cooling system is simple enough. An air washer, as it is called, or a set of water-soaked pads or mats are placed in the path of the incoming air. The water bath scours the air, cools it and in the process also removes some water (depending entirely on the atmospheric conditions; see "Theory," below).

Just which choice of watering device you employ depends on the quantity of air required. Air-washer evaporators are usually used for heavy duty; drip-type for light. Our sample case, for instance, would need an air washer for the whole plant. Usually there is some sort of eliminator at the exit end of the water spray chamber to remove any entrained moisture caught up in the moving stream.

How about a cooling tower? Does it fit in here? The cooling tower does a job very much like that of the air

washer, but it does not apply. The tower takes water heated up in plant process or in working with a refrigeration system in air conditioning and breaks it up into very tiny drops. These drops are allowed to fall down

GLOSSARY

Ton is a unit of rating for air-conditioning equipment. It refers to a ton of refrigeration, which means the ability to remove heat at a rate of 200 B.t.u. per minute or 12,000 B.t.u. per hour.

Dewpoint is the crossover temperature at which the moisture carried in a quantity of air will begin to condense or rain out. For example, if a 70° F. air with 0.0011 pound of moisture per cubic foot were cooled to 69.9° F., a definite amount of moisture would condense or drop out but the actual point of drop out would begin at 70° F.

Wet-bulb temperature is the temperature reading of a given air obtained by a wet-bulb thermometer, which is made by covering the bulb of an ordinary thermometer with wetted silk gauze and placing it in a moving air stream. Some of the water in the gauze will evaporate and since vaporizing takes heat, the heat will come from the remaining water and its temperature will drop. How much depends on how dry the air is. The temperature reading where a balance is reached is the wet-bulb temperature.

Dry-bulb temperature is the temperature read on an ordinary thermometer.

Humidify means to add moisture to the air stream.

Dehumidify means to remove moisture from the air stream.



When it comes to water conditioning . . . HOW MUCH "TOLERANCE" CAN YOU AFFORD?

Very little, probably, if your plant is typical. You *know*, of course that exacting water treatment is required to make your local water supply precisely right for your use. But you know, too, that there are as many variations in water needs as there are industries.

As Elgin installations in hundreds of plants and institutions can testify, it is our business to design, build and install water conditioning equipment that will best meet your requirements — within exacting tolerances.

As specialists in water conditioning for nearly half a century, we have been face to face with nearly every water treatment problem imaginable. If, for example, your operations call for simple ion-exchange softening, Elgin can offer water softening equipment — in a wide range of capacities —

together with an Elgin ion-exchange zeolite especially tailored to do the job with efficiency and economy. For boiler feed or process water, Elgin can provide filtration, neutralization, de-alkalization, de-aeration, de-mineralization or de-gasification. Even if you need water of *highest known chemical purity*, Elgin can offer you the Ultra-DeIonizer . . . for water of greater chemical purity than that produced by triple distillation—at a *tiny fraction of the cost*.

Talk over your water conditioning problems with your Elgin representative. The entire Elgin engineering staff is at your service to help solve the problem quickly and inexpensively. Or, if you'd rather, please feel free to write directly to us for any information you may need.



ELGIN SOFTENER CORPORATION

150 No. Grove Avenue, Elgin, Illinois

Representatives in Principal Cities

In Canada: G. F. Sterne & Son, Brantford



SOFTENERS



ION EXCHANGERS



FILTERS



DEIONIZERS



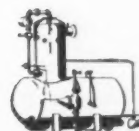
DEALKALIZERS



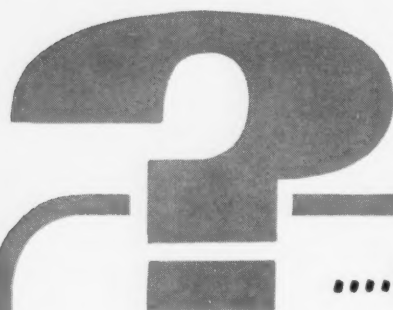
LIME COAGULATORS



DEGASITORS



DEAERATING HEATERS



HOW CAN YOU GET 50% MORE FLOW

....from your present Zeolite softener?

EASY Refill with Invercarb C-110 resin. Gives you up to 10 times more gallons per regeneration — Gives you about 50% more gallons per minute. Ask us for free details.

WANT TO GO "ALL THE WAY?"

H & T Multiport valve automatic operation saves time — saves labor — makes automatic efficiency. Ask us about it. Over 2,000 laundries use it right now.

HUNGERFORD & TERRY, Inc.

CLAYTON 8, NEW JERSEY

through a tower built up of slats which further split up the water droplets while all the time fans are blowing or pulling air through this slat construction. The air draws the heat from the dropping water, cooling it down to a serviceable temperature. Considerable quantities of air are employed to cool down a relatively small volume of water. Air washers, on the other hand, do just the opposite. They use comparatively small quantities of air in a heavily saturated water bath or spray to pull down the air's temperature and, if possible, remove moisture from the air.

In passing through the sprays the air may be heated or cooled, humidified* or dehumidified*, depending on water temperature and the air's dew-point*, wet-bulb and dry-bulb temperatures. The simplest form of air washer takes the same water supply and uses it over and over again. Given time, the temperature of this recirculating water gets to be the same as the wet-bulb temperature of the air stream. What's more, the air itself cools down to this temperature and the result is an entering air that has been cooled and humidified.

But you can do other things. If you

cool the water going into the spray by adding fresh water or by passing the recirculated water through a cooling coil outside the washer you can achieve the following:

1. If we hold final water temperature below the entering-air dry-bulb, we get cooling and *humidification*. If water temperature stays below air wet-bulb, the same thing is true and dry-bulb and wet-bulb temperatures are lowered.

2. If we hold final water temperature below the air's dewpoint we get cooling and *dehumidification*.

So it is possible with air washers to exercise control over air properties. The theory behind this is easy.

Theory

In Table I we have some values for the moisture that can be carried in the air. For example, beginning at a winter temperature of 40° F. the air can carry as much as 0.0004 pound of moisture in each cubic foot and at 70° F. this reaches 0.011 pound per cubic foot, almost three times as much! Both of these conditions represent saturation or 100 percent relative humidity.

Now let's say we have air from out-

doors in the summer months at 80° F. and a relative humidity of 75 percent. A reference to our Table I shows air at 80° F. saturated could hold 0.0016 pound per cubic foot. So at 75 percent relative humidity this figures out to be $0.75 \times .0016$ or 0.0012 pound of moisture per cubic foot of air coming into our plant. We would like to get it down to 50 percent relative humidity at 70° F. This again, referring to Table I, by straight arithmetic works out to be 0.005 pound of moisture. Looking again to Table I we see that if we cool the incoming air down to 45° F. all the air could hold would be about 0.0005 pound per cubic foot and any extra would fall out like rain.

Table I

Temperature	Corresponding absolute pressure of saturated steam, in. hg.	
		Density lb./cu. ft.
40	0.258	0.0004
50	0.36	0.0006
60	0.52	0.0008
70	0.74	0.0011
80	1.03	0.0016
90	1.42	0.0021

* See glossary.

An air washer merely supplies an atmosphere the temperature of which could be set at 45° F. If we drained off this rain so it could not get back into the air stream, we would have the moisture in the air at the desired point. All we would need do is to re-heat the air to raise it to 70° F.

As you probably know, the properties of moisture in air follow definite laws and can, therefore, be plotted into a chart that we can refer to for a number of conditions. Such a chart is called a psychrometric chart and a sample of one along with a skeleton that labels the meaning of the various lines is shown in Fig. 3. The psychrometric chart represents a fundamental tool in the air-conditioning engineer's kit. □□

Engineering Questions and Answers

Blow-off Valve Pops Up

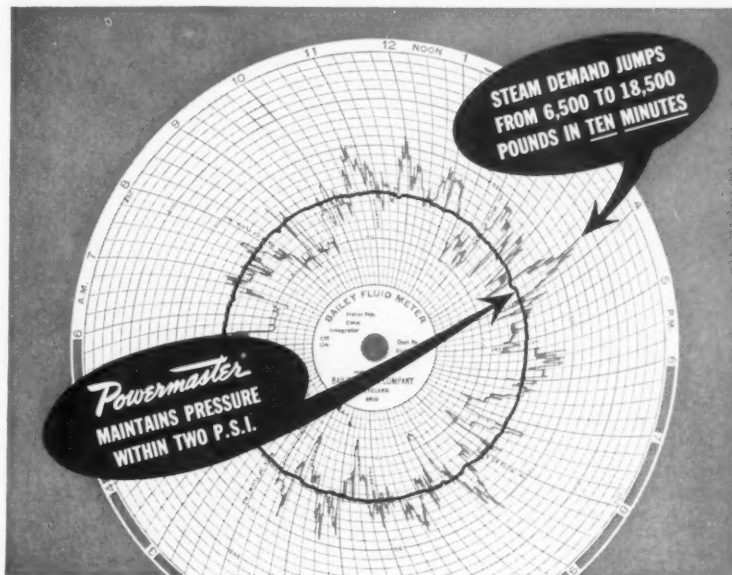
Engineering Editor:

We have a watertube boiler that is causing considerable difficulty in its start-up. The blow-off valve keeps popping off at intervals although the pressure gauge shows the pressure is well below the pop-off point. We have had the pressure gauge checked and rechecked with no trouble apparent. Actually, we have put in a brand new gauge and new piping from the gauge to the boiler, so we know the piping is clean.

Some time back we did have trouble with the low-water cutoff and we had that element changed completely. But that is the only trouble we had. When the low-water cutoff failed us we were fortunate to spot that the boiler water level had fallen way down but we had no explosion nor any rupture of the tubes. The boiler shows no leaks and hence we figure with the new low-water cutoff we are in good shape. In fact, once the boiler is up to pressure and carrying normal load the blow-off valve behaves properly. Could you suggest what our trouble is?—Michigan

Your letter raised an interesting problem on the unusual behavior of your steam boiler when it is coming on the line. Unfortunately, we are not familiar with the design of your watertube boiler, so we will have to guess.

There are two possibilities that come to mind. The first is that in changing your low-water cutoff you somehow wound up with a much lower water level than previously. If



Powermasters maintain constant pressure against extreme load swings

- This chart shows a 24-hour run on an installation of two 300 HP Powermaster Packaged Automatic Boilers. The load varied from 3,000 lb/hr to about 19,000 lb/hr. This is typical of the widely varying load swings that are encountered in many operations.

The Powermaster carries such loads with practically no variation in steam pressures, and continues to operate with full efficiency.

You get MORE than instant response with Powermaster

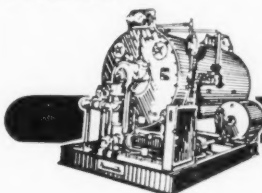
- | | |
|---|--|
| ★ Low-cost, space-saving installation | ★ Clean, quiet operation |
| ★ Fast steaming | ★ Smokeless combustion |
| ★ Fuel economy | ★ One-source responsibility for complete unit |
| ★ Quick fuel change-overs | ★ Nation-wide factory-trained service organization |
| ★ Clean, dry steam | ★ Pay-As-You-SAVE Purchase Plan |
| ★ Automatic operating and safety controls | |

Powermaster's outstanding performance can be yours quickly and easily under Orr & Sembower's new Pay-As-You-SAVE Purchase Plan. Write for full details and a copy of Bulletin 1220.

Powermaster®

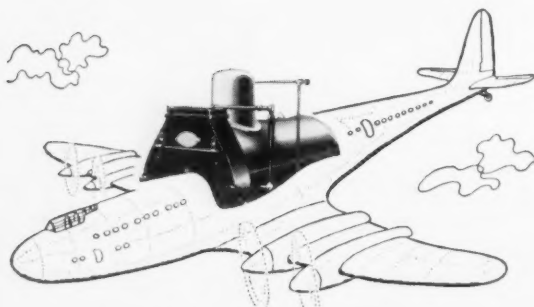
PACKAGED AUTOMATIC BOILERS

Sizes to 500 HP; pressures to 250 psi.



ORR & SEMBOWER, INC.

Morgantown Road, Reading, Pa.



A Boiler Is Not An Airplane

An aircraft designer must sometimes sacrifice strength for speed and maneuverability—but boilers are different. In a boiler, you can have maximum strength and top performance, too. When heavy construction means greater reliability, longer life, there's no reason to accept a flimsy, light-weight boiler. Particularly when Leffel boilers give you that extra heavy, extra strong construction at no extra cost.

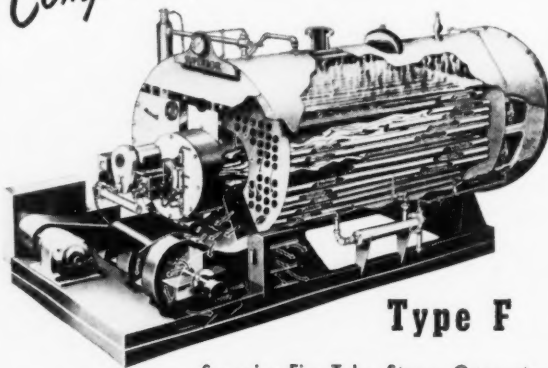
So before you buy any boiler, compare it pound for pound with a Leffel boiler of the same capacity. But be sure you're comparing actual ability to produce, not just inflated ratings and fancy promises. You'll find that the Leffel boiler will give you more capacity for your money. And because of its far greater weight and strength it will work for you more reliably, for years longer and at much lower maintenance cost.

For the complete story, write today for your free copy of Bulletin 236.



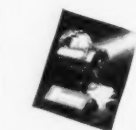
JAMES LEFFEL & COMPANY
DEPT. L
SPRINGFIELD, OHIO

Completely PACKAGED BOILERS



Type F

Superior Fire Tube Steam Generators are completely factory assembled and tested. Capacities range from 20 to 600 b.h.p. for steam or hot water heating and for industrial applications requiring pressures to 250 p.s.i. Built-in induced draft and full 5 sq. ft. of heating surface per b.h.p. provides efficient operation firing oil, gas or both.



Write today for details in Catalog 781F

for performance you can **BANK** on

SUPERIOR COMBUSTION INDUSTRIES INC.
TIMES TOWER, TIMES SQUARE, NEW YORK 36, N.Y.

SUPERIOR
STEAM GENERATORS

the furnace chamber is surrounded by water tubes, these elements with the lowered water level in the drum operate against a much lower static pressure head and generate steam much more rapidly so that their upper sections may even run dry every so often. Then the steam pours out of these tubes in jets and could conceivably be discharging close to the pop-off valve outlet to build up enough pressure to lift that member for a short while. Once the firing rate levels off and the boiler metal parts approach an even temperature, a water head begins to build up over the furnace wall tubes and operation proceeds normally.

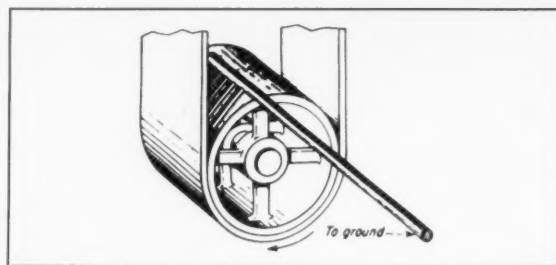
The second possibility could be a damaged furnace wall resulting from the earlier failure of your low-water cutoff. The extreme heat buildup in the furnace wall could have crimped in some of the steam-generating surfaces and restricted circulation. During firing up these crimped surfaces would require building up a higher pressure in these parts and hence throughout the water to steam cycle. The buildup would be gradual and occasional action of the blow-off valve would relieve the excess pressure. Finally, when all metal parts have been equally heated, the crimped areas may expand enough to relieve this pressure pinch.

Since both of the above are of necessity guesses, we would suggest you forward us a drawing of the boiler and furnace arrangement or a manufacturer's sketch showing these parts so that we can make our guess a more intelligent one.

Static Electricity

Engineering Editor:

We're always plagued with the problem of static electricity on our machines, especially the belt-driven ones. Can you suggest a quick-and-easy method of controlling belt static?—Philadelphia, Pa.



Static electricity can build up until shock to operators is not only annoying but also dangerous. There are various remedies. One that works very well makes use of a comb of round 1-inch brass bar, fitted with 1/4-inch brass pins, as shown in the illustration. Pins are spaced 1/8 inch apart. The comb is attached to the machine so the pins are as close together as possible, without touching the belt and pulley at the point where the belt leaves the pulley on the off-coming side. Then all you need is a good ground connection with comb. No arcing will be observed in operation because the comb carries off static before it can build up enough to throw an arc.

Steam Requirements

Engineering Editor:

A year ago we converted our boiler from coal to oil. At the time of conversion, we were firing 90 pounds of coal per hour, and the stoker had no trouble keeping up with the steam demand at 100 p.s.i.

Our steam demand now as at the time of conversion is as follows: one 42-by-84-inch water heater supplying one

36-by-108-inch washer, one 30-by-42-inch washer and one 42-by-54-inch washer, three 30-by-36-inch tumblers, one four-roll 120-inch flatwork ironer, one 54-inch press, two mushrooms, one shirt unit.

Would you be so kind as to figure out the horsepower hourly that is used by this equipment and the approximate oil consumption of No. 3 oil and No. 5 oil to keep up with demand efficiently?

The oil burner company says that 10½ gallons of No. 3 oil an hour should keep load. However, their tests shows 82 percent efficiency with about a No. 10 smoke test, which of course is sooting the boiler and causing combustion throttling.

This letter is written you because both the oil burner company and we want an impartial observer to give us the correct answer.—Wisconsin

We have obtained ratings in terms of boiler horsepower of the equipment you described in your letter. Our information indicates your present load is: The 42-by-84-inch water heater—about 40 boiler hp.; the three 30-by-36-inch double coil tumblers—about 3.9 boiler hp. each; the four-roll 120-inch flatwork ironer—about 8 boiler hp.; the 54-inch press—around 1½ boiler hp.; the mushrooms—about ½ boiler hp. each, and the shirt unit—about 4 boiler hp. This represents a total of about 61½ hp. or a steam load of nearly 2,200 pounds per hour if all this equipment were on at rating at one time.

Since it takes nearly 1,000 B.t.u. for each pound of steam, this equipment would have a heat consumption rate of 2,200,000 B.t.u. per hour. If you were burning No. 3 oil at 142,000 B.t.u. per gallon, or No. 5 oil at 145,000 B.t.u. per gallon, you would need very close to 15 gallons of oil per hour at 100 percent combustion efficiency. And at 80 percent boiler efficiency this would be something like 18.8 gallons per hour.

Frankly, from your stated experience of carrying this load with 90 pounds of coal per hour, your load must be considerably less than the total of the above equipment. Since 90 pounds of coal at 13,000 B.t.u. will supply only 1,170,000 B.t.u., then 10.5 gallons of No. 3 or No. 5 oil should give you very nearly the same heat energy input. The only exception must lie in the fact that a fuel bed of live coals carries enough reserve heating capacity to meet sudden load swings, whereas your oil burner suffers from a time lag that imposes a loss of load and your firing rate has to be stepped up to keep up with the demand. If the rate of step-up is too

rapid, soot will develop and eventually smoke will form.

Water-Softener Test

Engineering Editor:

Your recent article on water-softener operation and maintenance brought to mind the system we use. Most plants use colorimetric red-to-blue color change in testing softener effluents rather than the old-style soap-and-shake method. We test softeners each hour. When hardness goes over 20 p.p.m., the softener is regenerated.

It took a lot of testing time for our operator to measure out the solutions and to titrate. So we bought 3-ounce clear bottles from the drugstore. Now we load each one with 1 ml. buffer solution, add 5 drops of indicator and 1 ml. hardness reagent.

Bottles are numbered and etched with a vibro-tool glass marker at the 52-ml. test mark, so the 5 drops of indicator won't introduce any error. The operator fills the proper bottle to the mark each hour and notes the color: red means recharge, blue OK. This saves time, eliminates chemicals, prevents expensive test-equipment breakage.



LOW COST AIR CONDITIONING FOR LAUNDRY AND DRY CLEANING PLANTS



Mr. Harold Bender, General Manager of the Swiss Cleaners, Indianapolis, Indiana, says: "I have seen a temperature reading in my plant of 120° F. at the hot heads, and after turning on units we had an 85° F. temperature of the air coming to the operator as he or she is working. That condition gives you the production that is necessary in extreme HOT WEATHER. A temperature drop of 30° F. gives you ideal employee relations and a much better QUALITY of work for happier customers."

GUARANTEED AIR CONDITIONING

COOLING PERFORMANCE GUARANTEED ON FACTORY APPROVED PLAN . . . OR WE WILL ACCEPT A RETURN OF THE EQUIPMENT WITHIN 30 DAYS AT FULL VALUE AND REFUND IN CASH. Guaranteed to SUPPLY 100% FRESH—VITALIZED Air—COOLED 10 deg. F to 18 deg. F BELOW the OUTSIDE air temperature when it is 90 deg. F. or HIGHER outside.

Polar Breeze is inexpensive to own and operate . . . A 10 ton unit, big enough to cool a room 40' x 30' x 10' high, costs less than \$1,000.00 COMPLETELY INSTALLED! Operation cost is less than 5c per hour for electricity and about \$1.00 per year for water.

Let our engineering department make a complete survey of your needs and furnish you with a blue-print air conditioning layout . . . without cost to you!

The OLDEST exclusive mfr. of
Evaporative Coolers in the
United States.

BEAT THE HEAT DO IT NOW!

GET THE FACTS TODAY!

AIR COOLING ENGINEERING COMPANY
P. O. Box 744
Evanston, Illinois

Send me complete details on how to increase my plant production during hot summer months.

Name.....

Company.....

Address.....

City..... Zone..... State.....

DEPT. 5

NEW PRODUCTS and LITERATURE

Sarco 3/8-Inch Steam Trap



The new Sarco Thermodynamic TD steam trap (patent pending) is now available in the 3/8-inch size as well as the 1/2-, 3/4- and 1-inch sizes.

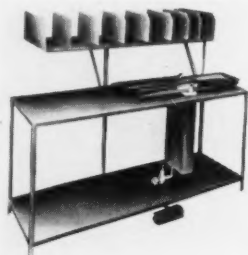
Slightly larger than a 50-cent coin, the 3/8-inch size is well-suited for applications such as laundry presses, puffers, ironers and drycleaning stills, according to the company. It is said to withstand water hammer and corrosive condensate and to operate equally well on light or heavy loads and against back pressures up to 50 percent of inlet pressure. It closes tight on no load. The same trap without changes can be used for from 10 to 600 p.s.i., according to Sarco.

Little maintenance is said to be required for the new steam trap that has only one operating part, a solid, hardened stainless-steel disc. It is composed of three parts in all: cap,

valve disc and body of all stainless steel. The manufacturer offers trial installation.

New bulletin No. 257B describes the operating principle and is available from Sarco Co., Inc., Dept. P, Empire State Bldg., New York 1, N. Y.

Marva Introduces Shirt-Pak



The Marva Manufacturing Company has announced the Ridgevale Shirt-Pak method for bundling shirts and bachelors bundles. Shirt-Pak, said to be the only machine of its kind on the market, has a universal patent and has been field-tested for three years, according to the company.

The machine uses paper bags in assorted sizes to produce neat, sturdy and attractive packages by a one-operator method. No string or tying is necessary; only 4 to 6 inches of gummed tape are used in sealing. By bringing the machine to the bin instead of the package to the machine, Shirt-Pak cuts the number of times the bundle is handled in checking and wrapping from five to two and eliminates the danger of small articles falling out and becoming lost, according to the company.

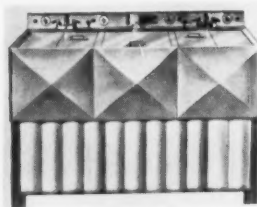
With the purchase of each Shirt-Pak, a factory expert goes into the plant to streamline checking and wrapping departments without charge.

Additional information is available from the Marva Manufacturing Company, 3400 Hickory, Dallas, Tex.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

New Model Uni-Mac Twin

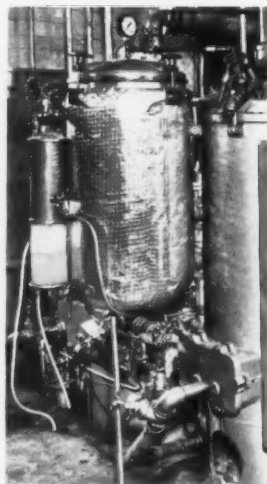


The Uni-Mac Company of Fort Lauderdale, Fla., has announced production of the new Model 400 Uni-Mac Twin washer-extractor which has been equipped with "deep-flow" faucets and accordion-style lids over the two agitator tubs.

This model is the same as the Twin the company has been manufacturing for a number of years except for a new look created by dropping the stainless-steel front skirt to toe-space and wrapping the solid steel end panels in stainless. Addition of the lids renders the new model especially adaptable to plants doing dye work.

James E. Cox, president of the Uni-Mac Company, stated that present owners of Uni-Mac Twins may have these changes adapted to their machines at nominal cost. Additional information is available from the company.

Piazza Muck Filter And Solvent Stripper



The Piazza Engineering Company has announced the production of its new Piazza Muck Filter and Solvent Stripper designed especially for a popular synthetic machine. According to its manufacturer, the new unit will keep the pressure on the filter to between 4 and 8 pounds, maximum, and allows

the user to clean 1,000 pounds of clothes without backwashing.

The company also advises that this new development makes it unnecessary to change filter bags more than approximately once a year and that it is never necessary to remove muck from the bottom of the filter.

The unit is said to recover 3 to 3 1/2 gallons of solvent for every 1,000 pounds of clothes cleaned and to increase production from a drum of solvent by about 2,500 pounds.

Additional information is available from Piazza Engineering Co., 4317 W. Irving Park Rd., Chicago 41, Ill.

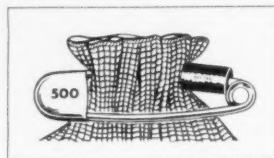
Newhouse Press Clamp



Newhouse Specialty Co., Inc., Glendale, Calif., has announced an improved model of its deluxe expansion press clamp. An important feature is its specially heat-treated spring steel clamping bar which is flat and sufficiently flexible to conform snugly to the contour of any buck at its widest or narrowest point.

E. J. Newhouse, president, advises that the generously curved end of the flat bar and the longer hook on the easy-grip, nonbreakable handle fit and protect any thickness of foam rubber padding. The bar is said to hold securely without puckering or bunching, leaving the presser's hands free to arrange or stretch the garment, with the press head wide open. Tension is maintained by a tempered steel coil spring—mounted on top of the clamping bar. All parts are die-cast.

Key-Tag Color Pin Markers



Key-Tag "F-S" Rubber Markers, colorful, new, improved-design markers, may be quickly and easily attached to present laundry pins to protect nets and to speed up and simplify wet assembly, according to

Profit-making combination— INTERNATIONAL Trucks with METRO® Bodies



Favorite "Stop-and-Go" delivery trucks for the past 18 years. Metro quality all-steel bodies from 7'9" to 12'7". GVW from 5,400 to 16,000 lbs. Dry-cleaning racks available for every model. Wide variety of door arrangements and interior options to suit your individual job.

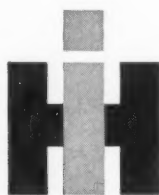


For greatly increased load capacity, both size and weight, check the new Metro-Lite bodies—of lighter weight magnesium, aluminum and fiberglass plastic—on INTERNATIONAL chassis. Full 78-inch inside body width, rear doors to 73 inches wide. Offered in three body sizes—9'8", 10'8" and 12'8"—up to 446 cu. ft. capacity.

Featuring

- ★ **More driver comfort and convenience** through properly located controls and generous interior dimensions, including full 6-foot standing height and extra low 8-inch inside step.
- ★ **More deliveries, faster.** Larger, roomy load-working area, side doors up to 32 inches wide. Plenty of load-carrying capacity, 243 to 446 cu. ft.
- ★ **Modern, attractive appearance** that adds prestige to your business. Ample space for advertising your company.
- ★ **Unmatched low-cost and long-life performance** with body and chassis made for each other, for the job.
- ★ **Easy servicing and complete engine accessibility** provided by specially designed engine cover which also serves as a convenient front shelf.
- ★ **Effortless, safer driving** with 3-speed METRO-Matic transmission, linkage type power steering and vacuum-actuated power brakes—available on most models. Increases tire life, driveline and truck life, too.
- ★ **All-Truck Built** to save you the BIG money—the over-the-years operating and maintenance money.
- ★ **Choice of 18 models**—All-Steel, Metro-Lite or Metro Van bodies. Plus 4 INTERNATIONAL Panel models with 155 cu. ft. interior, GVW to 6,900 pounds.

**INTERNATIONAL®
TRUCKS**



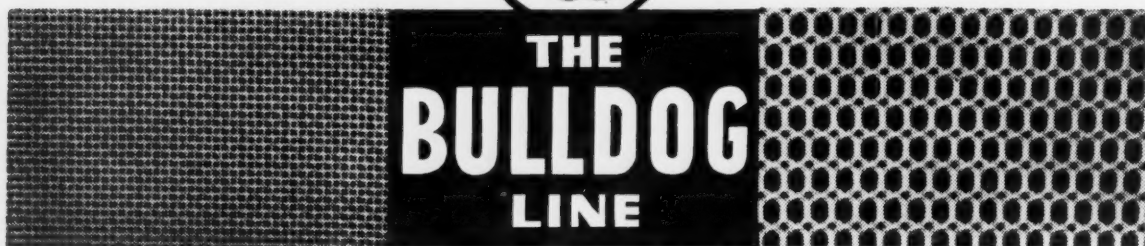
**All-Truck Built to
save you the BIG money!**

Motor Trucks • Crawler Tractors • Construction Equipment
McCormick® Farm Equipment and Farmall® Tractors

BULLDOG 2 X 2
WOVEN NETS
 PRINTED & SOLID COLORS



BULLDOG
BAR - MASTER
 KNITTED NYLON NETS



Here's the net that sets the standard in the industry for quality and service . . . Bulldog 2 x 2. Woven on modern looms of the finest heavy duty bright duPont high tenacity nylon, we guarantee it to be the finest net of its kind in the field, without exception.

If your laundry is not among those using this long wearing net, call your jobber today and get set for a very pleasant surprise. For you will see in actual operation, in your own plant, how the engineered toughness and fine quality of our Bulldog 2 x 2 result in economies that make it the smartest net buy on the market.

This photo shows the actual net size of our Bulldog Bar-Master net . . . but only a trial, in your own washers will point up the many advantages inherent in the 'slow-knit' method by which they are manufactured in our mill: Scientifically balanced; open knitted for free washing action; preshrunk, will not stretch or 'hour glass' in shape. Expands in width, handles all types of wash safely; Easy on hands and buttons; Easier loading, pinning, washing, loading and sorting. Longer wearing . . . Best dollar for dollar net value in the field.

Your jobber has all sizes and colors in Bulldog Bar-Master nets. Order today.

X. S. SMITH, INC.

RED BANK • NEW JERSEY

Richard Phelps, sales manager of the manufacturing firm.

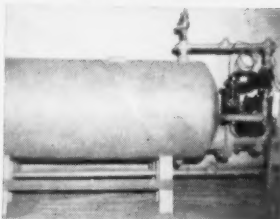
The marker consists of a sturdy rubber cylinder forced on over the point of the pin down against the spring coil. This keeps the net away from the coil and compresses it against the locking head. Nets are said to be protected from snagging or coming open in the washer. They are kept closed so that small articles cannot work out, according to the manufacturer.

Available in nonfade red, gray, green, blue, black and yellow, Key-Tag "F-S" Rubber Markers fit both 4 1/4-inch and 5-inch pins. For samples and circular write The Key-Tag Checking System Co., 6509 Hough Ave., Cleveland 3, Ohio.

YOUR REQUEST

For further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **STARCHROOM LAUNDRY JOURNAL**.

New Kisco Water Heater

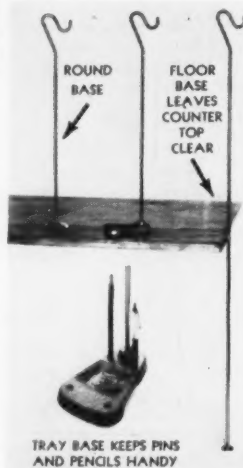


The new Kisco Water Heater is a completely automatic packaged unit, fully assembled, ready to connect to utilities. Designed to deliver peak quantities of desired temperature water for highly intermittent and varying flows, it is said to combine the advantages of instantaneous and storage water heaters to provide controlled temperatures with a level steam demand. This results in a leveling of the boiler load.

The Kisco Water Heater is a closed-system unit said to have no condensate or radiation loss. It returns the best feed water to the boiler and operates on water-main pressures eliminating the need for repressurizing. Built to ASME code specifications, it is available in nine models delivering 450 to 3,600 gallons at 40 to 180 degrees per hour.

Complete information and specifications can be obtained from Kisco Boiler & Engineering Company, 2400 DeKalb St., St. Louis 4, Mo.

Keyes-Davis Counter Racks



The Keyes-Davis Company, Battle Creek, Mich., has announced the addition of three new products to its line of dry-cleaning specialties.

Three new counter-rack models to be used at the store coun-

ter are now being made. Customers' clothes are hung on these hooks instead of being draped over the counter and possibly wrinkling while the clerk is making change.

The three models include one for floor mounting and two for counter-top use. One of these has a chromium-plated base while the other is a painted cast-aluminum base with a small pin-tray section and pencil slots.

An exclusive feature of the three models is a small machine-set screw for holding the hook in exactly the desired position so that it cannot be turned. This eliminates the problem of stripped threads and remounting bases, according to the company.

SLRA String Tags

The Suede and Leather Refinishers of America recently completed the printing of 500,000 string tags directing retail purchasers to have their leather garments cleaned by a member of SLRA. The tags are being supplied without cost to manufacturers of suede and leather garments who are members of the National Outerwear and Sportswear Association. Hence-

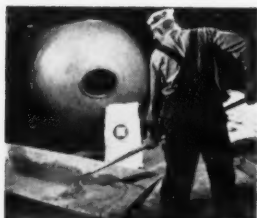
forth they will attach the tags to new garments.

The tag has a service message advising the customer on care and cleaning and suggests that members of SLRA are best qualified to keep the garment new-looking longer.

In addition, SLRA is printing a small folder listing members' names and addresses. This membership list will be sent to manufacturers and retail stores so that they in turn can recommend a specific leather cleaner when the customer requests it.

A supply of the string tags and membership folders are available from Allan J. Copeland, Executive Director of SLRA, 100 E. Ohio St., Chicago 11, Ill.

Pocono Offers Pre-Krete



On-the-job lining of plain steel water heaters and storage

tanks is made easy with C-17 Pre-Krete, a special-formula cement-base lining, according to the manufacturer, Pocono Fabricators, Inc., East Stroudsburg, Pa. Tests reported by the company, a division of Patterson-Kelley Co., Inc., indicate that the use of the product can be expected to double the life of steel water heaters and storage tanks of all sizes by halting corrosion.

Pre-Krete, a specially prepared mixture, resists thermal shock, shrinking and cracking at high and low temperatures, according to the company. Pictured is a workman mixing Pre-Krete with water before using it to line a large water storage tank. Application requires no special tools. The company states that a tank can be completely lined and restored to service in 48 hours or less.

New Washex Catalog

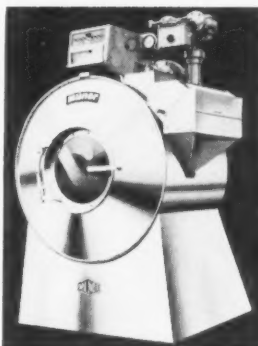
The new Washex two-color catalog features the Syntomat packaged cleaning system for perchlorethylene solvent. The heart of the system is the open-pocket, open-end Syntomat machine with two built-in tanks and pumps for single or two-bath operation. Oversized

Washex tube filters, "superfast" recovery tumblers and a combination still-muck cooker are the other components.

The catalog describes the advantages of the 65-pound-capacity Syntomat. Complete en-

gineering data on the entire system are also given. Free copies may be obtained by requesting Catalog T-158 from Washex Machinery Corporation, 192 Banker St., Brooklyn, N. Y., or from local distributors.

Milnor Introduces 100-Pound Capacity Washer



less-steel main shaft, heavy stainless metal weights, Helical Gear Drive with shaved heat-treated and lapped gears, heavy-duty Tinken bearings running in 3½ gallons of oil, the washer is powered by a 1½ hp. reversing-duty motor.

The washers are available with a wide variation of semi-automatic and fully automatic controls, including automatic supply injection. Automatic water-temperature control is furnished as standard equipment on Milnor-equipped 100-pound washers, according to Mr. Pellerin.

Norvin L. Pellerin, president of Pellerin Milnor Corporation, recently announced the addition of a 100-pound-capacity open-end washer to the exclusive Milnor line.

With a cylinder size of 42-inch diameter and 26-inch depth, a 20-inch-diameter door, 2¾-inch-diameter solid stain-

The announcement further advises that automatic steam injection for institutional and industrial usage is also available at moderate additional cost.

For further information write Pellerin Milnor Corporation, P. O. Box 7313, New Orleans, La.

a CLEAN pillow in minutes



STAINLESS STEEL CONSTRUCTION

PILLOWS
CLEANED • FLUFFED
• DEODORIZED

Pil-O-Bar

Pathogenic Organisms Killed in test after test made by reliable medical and clinical laboratories.

Clean and renovate pillows without heat and water. High speed impellers feed feathers into a wheel, where they are fluffed and dust is removed. Ozone and ultra-violet rays make them sweet smelling and clean. Feathers are drawn by vacuum into new tick. Each pillow processed separately and at all times feathers remain under control.

WICHITA PRECISION TOOL CO., INC.

**450 N. Seneca
Wichita, Kansas**

NEWS

from the

ALLIED TRADES

American Promotes Cincinnati, Rochester Personnel



WAYNE WILSON



ROSS L. GERLING



ALFRED F. BRACKEN

J. M. Garvey, president of The American Laundry Machinery Company, has announced 10 promotions affecting key personnel at the company's Cincinnati, Ohio, and Rochester, N. Y., factories and Cincinnati general offices. At the American offices in Cincinnati, Wayne Wilson, formerly sales promotion manager, has been named assistant general sales manager—promotion. Before joining American, Mr. Wilson was editor of STARCHROOM LAUNDRY JOURNAL.

J. M. Dewey has been appointed general factory manager and also will continue in his position as production engineer. Formerly assistant general factory manager, he succeeds J. J. Dewey, who retired late

last year. Serving under Mr. Dewey is V. C. Krueter, Jr., who directly follows his father, V. C. Krueter, Sr., as manager of the company's Rochester factory and foundry. He was most recently assistant manager.

Adam Krueter has been moved from his position as director of engineering at the Rochester factory to new assistant manager of the Rochester factory and foundry. Forrest E. Albrecht, former assistant superintendent, replaces A. K. Dean, retired, as new superintendent of the Rochester factory.

J. Raymond Dewey, formerly chief inspector at the Rochester factory, and Earl W. Hamon, formerly general foreman of the factory, are new assistant superintendents there.

Ross L. Gerling, who formerly held the title of assistant to the general sales manager, has been named assistant general sales manager—administration.

I. W. Pettengill, Jr., is now manager of the American Cleaners Equipment Division of the company. He had been serving as acting manager of the division.

Alfred F. Bracken was appointed assistant treasurer of the company, replacing W. L. Clawson, who retired at the beginning of this year. Mr. Bracken formerly served in the company's treasury department, most recently as cashier.

Buckeye Clean-Charge on TV



The nationally televised "Industry on Parade" TV program will carry the new Buckeye Clean-Charge film sequence to be shown over 263 television stations in the United States and 19 foreign stations. "Industry on Parade" is a program underwritten by the National Association of Manufacturers.

Phil Harnden, cameraman for the program, is shown at left above filming the manufacturing and use of the patented Buckeye Clean-Charge "Lint-free, Cling-free" drycleaning at the Davies-Young Soap Co., Dayton, Ohio.

Mr. Finlayson was formerly managing executive of the Canadian Research Institute of Launderers and Cleaners. He has been associated with the Laundry & Drycleaning Research Laboratory of the Division of Chemistry of the National Research Council.

Mr. Finlayson is a past president of the Institute of Canadian Trade Association of Executives, a director of the Better Business Bureau of Ottawa and Hull and a member of the Rotary Club of Ottawa and Hull.

New Hoffman Distributor



WILLIAM H. BALKWILL

U. S. Hoffman Machinery Corporation has announced the appointment of the Hoffman Sales and Service Corporation of Detroit, Mich., as its distributor of drycleaning, laundry and pressing equipment in the state of Michigan.

William H. Balkwill is president of the new organization. In the drycleaning and laundry business for more than 30 years in Detroit, he has been president of the Detroit Institute of Laundering for 13 years and a director of the Michigan Institute of Laundering for the past 10 years.

Vice-president is Thomas Tomlinson, who has been actively engaged in the laundry and drycleaning machinery business for 28 years. Gladys L. Strub is secretary and Marjorie Stukins is treasurer.

Offices and showroom of Hoffman Sales and Service Corporation are located at 4781 W. Fort in Detroit. The firm carries a complete line of Hoffman equipment, a full stock of equipment parts and materials and maintains a skilled staff of factory-trained servicemen for customers' convenience.

Continued on page 84

Finlayson Joins Prosperity



ERNEST W. FINLAYSON

W. R. Morgan, general sales manager of The Prosperity Company, Syracuse, N. Y., has announced the appointment of Ernest W. Finlayson as district sales manager throughout the Dominion for the Canadian Prosperity Co., Ltd. Mr. Finlayson's address, Suite 512, 140 Wellington St., Ottawa, will be the headquarters for the Canadian Prosperity Co.

The appointment is part of Prosperity's expansion carried out during the past year. At the present time the company has offices in Toronto and Montreal and will develop its sales and service in other strategic locations in Canada, according to the announcement.

The Only Net Featuring . . . GROMMETED EXTENSION TAPE*



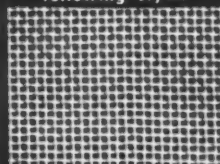
**100
TO
200
MORE
WASHINGS**

- ◇ **Good-bye Pinning Tears.** Grommets give 100% pinning protection. (Not partial.) Pins never touch net eliminating snags and tears.
- ◇ **Nylon Extension Tape.** Maintains straight and uniform pinning. Even weight distribution in loading nets. No excessive strain on any portion of net. Longer net life.
- ◇ **Net replacement cut by 35% to 40%.** 6½ gross of JAYSONET® will do the work of 10 gross of any other net because of our exclusive Grommeted Extension Tape*. Save money and unnecessary waste.

*Patent Pending

JAYSONET®

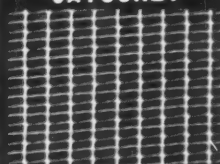
Available in the following styles



KARENET



JAYSONET



DURA-MESH



IMPERIAL

JAYSONET®

**PROVEN
YOUR
BEST
BET**

CONSULT YOUR LOCAL SUPPLIER

For additional information write

Mfg. by JAYSON'S—Division of Jayson Silk Mills

Office: 2144 N. 57th St., Phila., Pa. Plant: 1535 N. 60th St., Phila., Pa.

Dusek Rejoins Cowles



FRANCIS DUSEK

W. J. Schleicher, manager, Cowles Chemical Company laundry department, has announced the reappointment of Francis "Duke" Dusek who has, for the last six months, sold textile products to the laundry industry.

Mr. Dusek will be Cowles technical man and will handle the sales and service of Cowles alkaline laundry detergents and related items in eastern Pennsylvania and in Philadelphia in cooperation with Cowles technical man William J. Roy.

Mr. Dusek is a graduate of the Power Laundry Course of the Ohio Mechanics Institute. For five years previous to joining Cowles in 1954 he had been calling on and servicing laundries throughout the Midwest.

Kaiser Joins Caled



CURTIS F. KAISER

Caled Products Company, Inc., has announced the appointment of Curtis F. Kaiser as its sales and service representative in northern Illinois and eastern Iowa. Mr. Kaiser has been in the drycleaning business for 27 years. He is a

graduate of the National Institute of Drycleaning and has worked as an NID fieldman.

The appointment is part of Caled's expansion program to augment existing service in the Illinois-Iowa-Missouri area. Mr. Kaiser will temporarily make his headquarters at 550 Spruce St., Aurora, Ill.

Clear-View Patent Decision

Clear-View Packaging Co., Chicago, Ill., owner of U. S. Patent 2,673,016 under which its Clear-Pak Shirt Loader is made, filed an action in the United States District Court in Detroit, Mich., in the early part of 1955, alleging an infringement of its patent by Famous Cleaners and Dyers, Inc., Detroit.

On March 16, 1956, the court, in its final decree, found the patent to be infringed by Famous Cleaners and Dyers and permanently enjoined the defendant from using the invention of the patent.

Capital Expansion at Cook

W. L. Barton, executive vice-president of Cook Machinery Co., Dallas, Tex., has announced that new capital and executive management will bring improved merchandising services, progressive styling and product development to owners and distributors of Cook commercial laundry equipment.

Mr. Barton has set aside additional capital for continued research and design for mechanical simplicity in the operation of all Cook laundry equipment. In addition, the company has doubled its merchandising budget to develop a comprehensive advertising and sales program to support its revitalized distributor organization.

Mr. Barton also announced the appointments of eight new distributors: Ozark Laundry and Dry Cleaning Machinery Co., 2227 Main St., Joplin, Mo.; Isaac M. Cohen Sons, 419 W. Baltimore St., Baltimore, Md.; Paul A. Stover of Pacific Laundry Equipment Service, 1085 Monadnock Bldg., San Francisco, Calif.; Ardmore Chemical Co., 323 E. Beach Ave., Inglewood, Calif.; James A. Baker, 1040 E. Walnut, Pasadena, Calif.; Crabb Distributing Co., 2803 Swiss, Dallas, Tex.; Leo Maas, 5317 Santa Monica Blvd., Los Angeles, Calif., and Perfection Machinery Co., Inc., 3205 Western Ave., Seattle, Wash.

Hansen Joins Monarch



PAUL R. HANSEN

The Monarch Laundry Machinery Corp. of Fort Lauderdale, Fla., has announced that Paul R. Hansen has joined the organization as assistant to the president. He has spent 30 years actively in the appliance and laundry machinery business.

Mr. Hansen is one of the pioneers who installed some of the first automatic laundries with domestic equipment through wholesale and retail channels, according to Monarch. He was later general sales manager in the consumer sales department of Westinghouse Electric Supply Company.

LCATA Appoints O'Neal

Cooke O'Neal has been appointed to the staff of the Laundry and Cleaners Allied Trades Association, according to an an-

nouncement by LCATA President Morris Landau. In his new position he will assist in the planning and development of LCATA services to its members.

Mr. O'Neal was formerly with the member service department of National Sales Executives and before that was associated with Industrial Publications, Chicago, publishers to the building industry.

Braun Office in New York

G. A. Braun, Inc., has established a New York regional office at 451 Seneca Ave., Brooklyn, according to a recent announcement. It is located on the same premises occupied by the firm's distributor for the metropolitan area, P. J. McAvoy Sales and Service Co., Inc.

Jack Kerwin is sales engineer for the new branch. Formerly associated with the Knickerbocker and Seacrest Laundries and the Diamond Alkali Co., Mr. Kerwin will service metropolitan New York and adjacent areas.

Merchants Names Humphrey

William E. Humphrey has been appointed assistant treasurer of Merchants Chemical Company, Inc., New York, N. Y. With the Cincinnati branch of the company for the past 11 years, most recently in the capacity of office manager, Mr. Humphrey will now work out of the New York home office.

Philadelphia Quartz Observes 125 Years



In observance of its 125th anniversary this year, the Philadelphia Quartz Company has published a brochure, "Respected Friend," that tells the story of the company from its beginning in 1831 when the founder, Joseph Elkinton,

opened a soap and candle factory at 377 S. Second St., Philadelphia.

In 1855 Mr. Elkinton took his two sons, Joseph S. and Thomas, into the firm. Experiments performed with silicate of soda and soap showed a de-



Use CWP as promotional ammunition to shoot for extra business! Do a good color job and you'll bag extra business. Many laundries have upgraded customers and increased the size of bundles, some as much as 40%.

CWP CHECKS:

- *Fading*
- *Stripping*
- *Copying of colors*
- *Running*
- *Bleeding*

CWP MAKES POSSIBLE:

- *Simplified sorting*
- *Fewer nets and pins*
- *Reduced number of classifications*
- *Effortless breaking of colors*

Write today for free demonstration, without obligation, and twelve sales promotional suggestions.

A complete line of laundry and dry cleaning supplies. Nation-wide service. Send for free booklet, "Better Way Washing Talks."



H. Kohnstamm & Co., Inc.

ESTABLISHED 1851

- NEW YORK 7, 89 PARK PLACE
- CHICAGO 11, 11-13 E. ILLINOIS ST.
- LOS ANGELES, (P.O. Address) 2632 E. 54 ST., HUNTINGTON PARK, CALIF.



ALBANY • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI
CLEVELAND • DALLAS • DENVER • DETROIT • GREENSBORO • HOUSTON
INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS
MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA
PITTSBURGH • ST. LOUIS • SAN ANTONIO • SAN FRANCISCO • SEATTLE

FOREMOST MANUFACTURER AND DISTRIBUTOR

OF QUALITY LAUNDRY AND CLEANING SUPPLIES



"Eliminate your bleach damage"
switch to **COM-PAT** ...
the controlled bleach that does
a perfect job with every batch.



Com-Pat is a safe, soluble, fine granular bleaching material for use directly to the wheel. It eliminates any need for tanks, crocks, carboys and the testing of stock bleach solutions.

Discover the answer to your bleach problems by asking your jobber for Com-Pat or write to

MARTENS CHEMICAL CORP.
243 Clinton Avenue, Kingston, New York

FOR DRY CLEANING ONLY

"The Taubman" MARKING PEN
MODEL GR 390

with **PERCHLORETHYLENE**
AND CHARGE SYSTEM
GREEN INK ONLY

This special ink has been developed by us because of the wide-spread use of drycleaning systems using Perchloroethylene and Charge.

The green color has been chosen to avoid confusion with our other products, and this green ink cannot stand up in wet wash or laundry.

39¢
\$4.68
PER DOZEN

SAMUEL TAUBMAN & CO., 176 MADISON AVE., NEW YORK 16, N. Y.

cided improvement in washing action. Since then the company in conjunction with soap manufacturers has proved the value of silicate, first in bar soaps, then in spray-dried soaps and more recently as builders in synthetic detergents.

When it became necessary to expand production for the manufacture of silicate, a larger factory was built in 1864 at Ninth and Mifflin Sts. and it was then that the name of Philadelphia Quartz Company first appeared. In 1889 another silicate factory was opened in Anderson, Ind. In 1905 it was decided to concentrate the entire energies of the company on the manufacture of silicate and soap making was accordingly discontinued. Today's facilities include the modern research laboratory (illustrated) at Primos, Pa.

Thomas W. Elkinton, great-grandson of the founder, is president of the Eastern and Canadian companies and a director of the California Company. Directors of Philadelphia Quartz are Thomas W. Elkinton, William Martin, James A. Norton, Chester L. Baker, John C. Russell, Charles E. Ramsey, Thomas Elkinton, John H. Barker, J. Morris Evans.

Cox Names Blackmon



FRED I. BLACKMON

James E. Cox, owner of The James E. Cox Company of Atlanta, Ga., has announced the appointment of Fred I. Blackmon as sales manager. He has been associated with the company in a sales capacity for six years.

The appointment will allow Mr. Cox to pursue other business activities, in conjunction with Yarbrough Supply Co. of Nashville and Louisville and the Uni-Mac Company, Ft. Lauderdale, Fla., both of which he owns and operates.

TEAR OUT THIS AD AND
ATTACH TO YOUR LETTERHEAD

Want A Better Built Soap?

For better emulsification of dirt and grime in the laundering of all fabrics, Lever supplies a scientifically balanced formula of soaps, softener, alkalies and whitener:



FORMULA 770—
spray-dried to homogeneous, free-flowing beads.

Suds are heavy and full-bodied. Beads may be added dry to the wheel or used with additional builders to meet your own conditions.

For complete information, mail ad to:
LEVER BROTHERS COMPANY
390 Park Avenue, New York 22, N. Y.

Wyandotte Awards Diamond Service Buttons



Two representatives of Wyandotte Chemicals Corporation received diamond service buttons recently. Shown above left to right are W. C. Van Keuren, sales manager of the Philadelphia district; Jack Worth, who received a 25-year, one-diamond service button; W. B. Appleby, Wyandotte Chemicals laundry and textile department manager; Emory Mead, who received a three-diamond, 35-year service button; and Fred Tholen, Wyandotte J. B. Ford division sales manager.

Prosperity Appoints Ford



JOSEPH G. FORD

The Prosperity Company, Inc., of Syracuse, N. Y., recently appointed Joseph G. Ford, 8303 Greenwood Ave., Takoma Park, Md., as sales representative for its Bethesda, Md., district office. He is the third representative to join the company's expanding sales force this year.

Mr. Ford's territory takes in the Washington, D. C., area formerly handled by Prosperity district manager Harry Kritt. The new appointment allows Mr. Kritt more time for managerial functions. Formerly Mr. Ford worked for Virginia-Carolina Laundry Supply Corp. and, for the last three years, for W. P. Ballard & Co.

Five Cook Distributors

Executive Vice-President W. L. Barton of Cook Machinery Co., Inc., 4122 Commerce St., Dallas, Tex., has announced the appointments of five new distributors: M and R Machinery Co., 505 Lynn St., Malden, Mass.; J. M. Webber Co., 419 Ariston, Pittsburgh, Pa.; Standard Pressing Machine Co., 1107 Ninth St. N. W., Washington, D. C.; Bermil Sales & Service, 112 E. 110th St., New York, N. Y., and Lohman Machinery Co., 6017 Maple Ave., Dallas, Tex.

New Addition to Keyes-Davis Division



The Keyes-Davis Company has just completed a new addition to its Burr Aluminum Products Division in Burr Oak, Mich. The addition houses an enlarged and modernized core room and also allows for more production capacity of its products. This division, managed by S. T. Barker, Jr., secretary

of Keyes-Davis, specializes in engineered hi-tensile aluminum alloy castings.

Among the products made by this Keyes-Davis division are pin carrier transports and bases for three styles of counter racks. Soon to be released are four bagging equipment products that Keyes-Davis will market.

Pantex Branch Opening Features Finishing Clinic



Over 500 plantowners attended a finishing clinic and celebration of the recent opening of the new district office of Pantex Manufacturing Corporation, Kansas City, Mo. The 7,000-square-foot building houses the parts depot, service department and a display of Pantex equipment and allied products.

The clinic was the first of an

organized program of clinics to be conducted by Pantex for drycleaning and laundry plant-owners and their employees. Larry Porterfield of the Bill Glover Company and George Schlemmon of Chicago demonstrated wool finishing and Laura Herrmann Porterfield conducted the silk finishing demonstrations.

Continued on page 88

10 ways

to improve flatwork ironer performance

1. Keep chests cleaned and polished.
2. Maintain proper temperatures.
3. Use aluminum painted rolls.
4. Replace padding before it burns out.
5. Apply pressure properly.
6. Follow maintenance instructions of manufacturer.
7. Lubricate chests regularly.
8. Feed all linen (large or small) from one extreme edge to the other — never consistently down the center.
9. Maintain proper roll circumferences.
10. Use Bestos Binders and Covers, exclusively.

Bestos Binders, woven of asbestos-covered Manel wire, will outwear four to eight covers...clipper lacing speeds installation. Bestos Covers are made from asbestos, cotton, Dacron or Dacron-asbestos. Optional resin finishes provide durability, faster drying or better ironing qualities, according to your requirements.

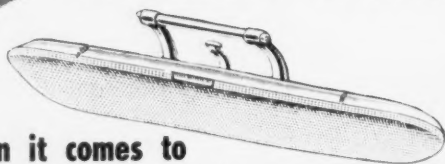
Sold and serviced nationally by direct company representatives.



TINGUE, BROWN & COMPANY

1765 Carter Avenue • New York 57, N. Y. • CYPRESS 9-8800
 507 Bishop Street, N.W. • Atlanta, Ga. • ATWOOD 3864
 1227 Wabash Avenue • Chicago 5, Ill. • HARRISON 7-0083
 723 E. Washington Blvd. • Los Angeles, Cal. • RICHMOND 9-6023

No DOUBLE TALK



when it comes to
grid plates, you can't improve on the

GROSS STAR *single plate*

Forget double talk when it comes to Grid Plates. Double-plate double-talk means double-price and half the performance. Your single GROSS STAR GRID PLATE does everything that any plate in the world will do—at less cost.

For finishing that's fast, safe, sure, dependable and economical—for more garments per lift of head—use the toughest grid plate ever made—THE GROSS STAR GRID PLATE.

- ★ No Liner Needed
- ★ Won't "Nickel" Mark
- ★ Holds proper heat
- ★ Won't "Shine"
- ★ Can't crack, buckle, bend, dent or wear thin
- ★ Costs less—lasts longer

NOT \$30—NOT \$25 **\$16⁸⁵**
NOT \$20 up to 46"
over 46" . . . \$21.75
mushroom . . . \$12.50
— FROM YOUR JOBBER —

LOOK FOR THIS FAMOUS NAME PLATE

GROSS STAR GRID PLATE "for Better Pressing"
MFD. BY L. BEHRSTOCK CO. 1708 S. STATE ST.
CHICAGO 16, ILLINOIS TEL. DANUBE 6-6022

for
longer life
on press and
mangle

insist on

Thomaston

"PEERLESS"

(BRAND)

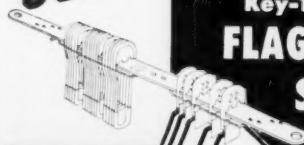
COTTON COVER DUCK
COTTON COVER CLOTH
IN WANTED SIZES AND WEIGHTS

Top quality, durable products developed expressly to give superior service for long periods. Perfected to produce a fine, smooth finish on all types of work. Also manufacturers of INDUSTRIAL TEXTILES such as: TIRE FABRICS HOSE AND BELT DUCKS • SHEETINGS • CHAFERS YARNS • THREADS • COATING FABRICS • WRAPPING TWINES • DIVERSIFIED COTTON FABRICS.

Other Available Facilities:
BLEACHING, DYEING, FINISHING, SEWING
THOMASTON MILLS, THOMASTON, GA.
New York Office: 40 Worth Street

available
through your
supply
jobber

BEST!



FOR QUICK-SERVICE PLANTS
Key-Tag's Model A-15
FLAG CHECKING
SYSTEM

3-WAY CHECK!

- 1 BY COLOR
- 2 BY NUMBER
- 3 MECHANICAL CODE-LOCK MAKES MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM
WRITE TODAY FOR FREE FOLDER

KEY-TAG CHECKING SYSTEM CO.
6505 HOUGH AVE., CLEVELAND 3, OHIO

Continued from page 87 Phoenix Names Blesch



CARL BLESCH

Carl Blesch, for the past three years purchasing director of Phoenix Products Co., Milwaukee, Wis., has been appointed sales manager of the company's packaging division serving the laundry and dry-cleaning industry.

Detrex Names Emmett



JOHN P. EMMETT

A. O. Thalacker, president of the Detrex Corporation, has

announced the appointment of John P. Emmett to the Detrex board of directors.

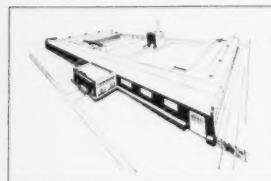
Mr. Emmett joined the corporation in 1941. His assignment in the Detrex operations is as special assistant to the president.

White Elects Sargent

John A. Sargent, president of Diamond Alkali Company, has been elected a director of The White Motor Company, it was announced recently by Robert F. Black, White chairman and president.

Mr. Sargent rose to the presidency of Diamond Alkali in less than eight years after joining the company in 1946. Two years later he was elected executive vice-president. Before joining Diamond, he was sales manager of the Truscon Steel Co., a subsidiary of Republic Steel Corp. Mr. Sargent has been prominently associated with the policy-forming activities of the Manufacturing Chemists' Association, Inc., and last year was elected a director of Central National Bank of Cleveland.

New Forse Factory Building



Forse Equipment Corporation recently completed negotiations for the purchase of a new factory building, according to H. Don Forse, president. The building, which will house all future operations of the company, is located on a 6-acre tract in Anderson, Ind. This is

about one mile from the present Forse location where the company has been building laundry and drycleaning equipment since 1928.

The new Forse home more than triples the size of the present plant, according to the announcement. It features an unobstructed two-block-long fabricating and assembly bay, with a receiving wing located at one

end of the plant and a shipping wing at the other end.

As another part of its growth program, Forse recently added the following men to its staff: Kenneth Schneider, assistant to the president; Harry Swain, factory manager; Ralph Daly, personnel director; Harold Larison, production engineer, and Grafton Heiney, chief inspector.

Convention Calendar

Oregon State Laundry Owner's Association
Pilot Butte Hotel
Bend, Oregon
May 17-19, 1956

California Laundry & Linen Supply Association
MiraMar Hotel
Santa Barbara, California
May 17-19, 1956

New Jersey Laundry & Cleaning Institute
Hotel Berkeley Carteret
Asbury Park, New Jersey
May 18-19, 1956

Wisconsin Institute of Laundering
Lake Lawn Lodge
Delavan, Wisconsin
May 18-19, 1956

Colorado Cleaners Association
Mountain State Laundry Association
Glenwood Springs, Colorado
May 24-25, 1956

New Hampshire Laundry and Cleaners Association
Wentworth-by-the-Sea
Portsmouth, New Hampshire
May 26, 1956

Georgia Launderers & Cleaners Association
Biltmore Hotel
Atlanta, Georgia
June 6-7, 1956

Eastern Canadian Laundry and Drycleaners' Association
Dela Wana Inn
Honey Harbour, Ontario, Canada
June 14-16, 1956

Florida Institute of Laundering and Cleaning
Fort Harrison Hotel
Clearwater, Florida
June 15-17, 1956

Virginia Association of Launderers & Cleaners, Inc.
Hotel John Marshall
Richmond, Virginia
August 19-21, 1956

TEAR OUT THIS AD AND
ATTACH TO YOUR LETTERHEAD

Want to Wash Delicate Fabrics

Efficiently Yet Gently?

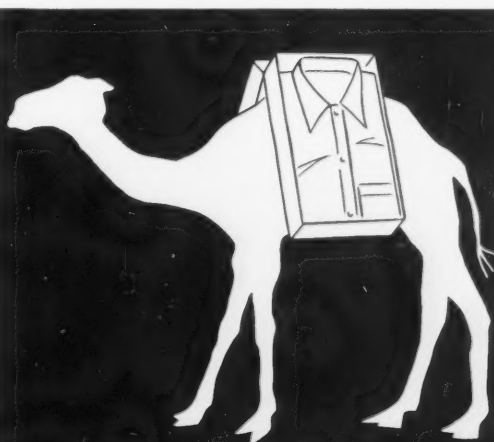
Lever has designed a completely built synthetic to give whiter, brighter laundering in hard or soft waters. It is compounded with mild builders and one of the most efficient and stable whitening agents known:



FORMULA 880—
spray-dried, free-flowing white granules.

This synthetic detergent is especially suitable for delicate fabrics and colors at mild temperatures. It is also compounded for heavy duty washing.

For complete information, mail ad to:
LEVER BROTHERS COMPANY
390 Park Avenue, New York 22, N. Y.



Camelforms

**SAVE 1-1/2¢ TO 2¢ PER SHIRT
ON LAUNDRY PACKAGING**

That's what customers report. That's why more laundries are buying Camelforms in greater quantities every month.

write

CAMPBELL BOX & TAG COMPANY

Main & Storch Streets • South Bend 23, Indiana
or your laundry supply jobber.

TEAR OUT THIS AD AND
ATTACH TO YOUR LETTERHEAD

Do You Build Your Own Washing Formulas?

Lever's pure concentrated soaps dissolve instantly, producing heavy, full-bodied suds for the efficient washing of cottons and linens:



SPUNN DIAMOND
88% Flakes
SPUNN DIAMOND
92% Powder

Easy to handle, these pure soaps appeal particularly to launderers who build their own soap tank before adding to the wheel. They can, however, be added dry to the wheel.

For complete information, mail ad to:
LEVER BROTHERS COMPANY
390 Park Avenue, New York 22, N. Y.



BOCK EXTRACTOR

Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

Polymark

The world's finest temporary marking machine

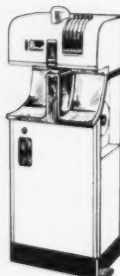
A complete and proven system to give you greatest economy,
ACCURACY and speed in every laundry operation

Polymark Division

PINNACLE PRODUCTS CORP.
56 Grand Street, White Plains, N. Y.

1515 Gardena Ave., Glendale, Calif.

Canada: Simmonds Products of Canada, Ltd. 5800 Monkland Ave., Montreal



Write for brochure and
name of distributor
nearest you.

Obituaries

Lawrence Winans, 55, Eastern sales manager of The American Laundry Machinery Company of Cincinnati, Ohio, died of an accident on April 30 in New York. Mr. Winans was born in Cincinnati, attended the University of Cincinnati, and was a graduate of Cornell. He began his career with American in Cincinnati, went to Washington in 1937 as branch manager, and in 1950 was transferred to New York. Mr. Winans is survived by his wife, Mary, two sons, Tom and Larry, who are in college, and a brother, Herbert, who is also with American.



LAWRENCE WINANS

C. Reid Duncan, 62, former owner of New Castle Laundry, New Castle, Indiana, died recently after a long illness. Mr. Duncan retired from active business in 1950, but still held the position of secretary-treasurer of the firm. He was prominent in civic affairs, and was past secretary of the Indiana Laundryman's Association. Surviving are his wife and two sons.

John Emberger, Sr., 64, owner of Suburban Laundry, Philadelphia, Pennsylvania, died recently. Mr. Emberger was a member of the Laundry Board of Trade. He is survived by two sons and two daughters.

John E. Hollingsworth, president of City Elite Laundry, Denver, Colorado, and American Institute of Laundering Director for District No. 7, died April 23. Mr. Hollingsworth entered the laundry business in 1930 and served as president of the Denver Laundryowners Association and Rocky Mountain Laundry Association. He had served as president of the Optimist Club and Nuggets Club, and as a director of the Denver Chamber of Commerce, Better Business Bureau and Denver Convention and Business Bureau. Mr. Hollingsworth served in the laundry division of the U. S. Army Quartermaster Corps in World War II, and held the rank of captain when discharged.

John O. Samuelson, 59, owner of a launderette in New York City, died recently. Mr. Samuelson was active in community affairs in the neighborhoods of both his home and his business, and was a member of the Swedish Football Club. He is survived by his wife and daughter.

William Sieminski, 78, one of the founders of Brunswick Laundry, Jersey City, New Jersey, died recently at his home in Florida. Mr. Sieminski had been in retirement for several years. He was the father of Congressman Alfred Sieminski. Mr. Sieminski is survived also by his wife, a daughter and four sons, three of whom, Eugene, Louis and Abdon, are associated with the laundry.

James Ray Wilson, formerly associated with his father in the operation of Aylmer Steam Laundry, Aylmer, Ontario, Canada, died recently. He was a member of the teaching staff of the Toronto Technical School, and a graduate of the National Institute of Drycleaning. Surviving are his wife, mother and two daughters.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat). Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates. Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net: not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

Central Florida—Complete laundry, drycleaning and rug shampooing plant, over \$40,000 gross business. Price \$39,500 with real estate. **ADDRESS, Box 1149, STARCHROOM LAUNDRY JOURNAL.** -2

COMBINATION COMMERCIAL-SELF-SERVICE LAUNDRY in Western Nebraska. Ideal location with long-term lease on building. \$25,000. **ADDRESS, Box 1192, STARCHROOM LAUNDRY JOURNAL.** -2

Thriving laundry in one of Florida's fast-growing East Coast cities. Doing over \$130,000 yearly. Laundry equipped with the best up-to-date machinery housed in a modern building with ample room for expansion. Owner retiring. Contact R. R. Andrews, B. M. & R. F. Randle, 1005 Lake Avenue, Lake Worth, Florida. 1198-2

BACHELOR STEAM LAUNDRY near Air Force base. Shirt presses, apparel presses, automatic washers, truck, etc. Also drycleaning agency. Business grossing approximately \$3,500 per month. Long lease. Must be sold at cost immediately. \$13,000—\$5,000 down. Drive-in Laundry & Cleaners, 39 N. Arizona Place, Chandler, Arizona. 1176-2

FOR SALE—Laundry and drycleaning plant near Whitman Air Base. Fully equipped steam laundry. Mercury cleaning system. Write—Windsor Laundry & Cleaners, Windsor, Mo. 1205-2

COLUMBUS, INDIANA—Laundry doing nice business. Good equipment. \$30,000 cash for equipment and business. Long-term lease for 34 x 115 ft. building. Schuette's Laundry, 921 Fourth St., Columbus, Ind. 1206-2

Complete small laundry in center of fast-growing Virginia town for sale. Wish to retire. Room for expansion and drycleaning. **ADDRESS, Box 1201, STARCHROOM LAUNDRY JOURNAL.** -2

The Oroville Laundry and Drycleaners. Well established in fast-growing Northern California community, located at the gateway of the beautiful Feather River County and site of proposed Oroville Dam. Good laundry and cleaning equipment. New 1956 delivery trucks. Good steady volume. For sale with or without real estate. P. O. Box #1410, Oroville, Calif. 1202-2

Laundry and cleaning plant in southwestern Indiana. Grossing approximately \$100,000 annually. Price \$35,000 cash. Will also sell real estate. **ADDRESS, Box 1200, STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE: Unusual opportunity for profit. Laundry and drycleaning plant. Midwestern city of 85,000. Volume \$160,000 and growing. Well located, modern equipment. Industrial engineering methods. Low payroll %. 5 trucks. **ADDRESS, Box 1160, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY MACHINERY PLANT FOR SALE

FOR SALE—small laundry machinery manufacturing business, excellent plant, Brooklyn, New York. Good clientele throughout the East. Being sold because of principal's death. 1213-18

HELP WANTED

Wanted: A man to take charge of a laundry and drycleaning plant doing \$400,000 business a year. He must be sober and dependable with twenty to twenty-five years experience. Must be able to turn out quality work at a minimum cost. State salary expected. Floaters don't apply. We want a man with sticking ability. **ADDRESS, Box 1179, STARCHROOM LAUNDRY JOURNAL.** -7

MANAGER. Experienced in operation of family laundry and drycleaning plant doing large volume. Must know production and quality. Permanent position. Excellent salary. **ADDRESS, Box 1183, STARCHROOM LAUNDRY JOURNAL.** -7

STORE MANAGER. Experienced in running chain laundry and drycleaning stores. Must know all phases of store operation as to advertising, training of personnel and building sales. Permanent job. Excellent salary. **ADDRESS, Box 1187, STARCHROOM LAUNDRY JOURNAL.** -7

HELP WANTED (Cont'd)

LAUNDRY SUPERINTENDENT wanted by well established, growing plant in Indianapolis with an annual laundry volume of \$325,000. Prefer A.I.L. trained man between 25 and 45. Must have practical experience and be familiar with standard hour incentive plan. Management aptitude tests upon arrival. Salary \$6000.00 with bonus up to \$2500.00 based on actual ability to lower cost percentages, maintain quality and increase sales. Please fully list references. **ADDRESS, Box 1168, STARCHROOM LAUNDRY JOURNAL.** 1168-7

LAUNDRY SUPERINTENDENT—top-flight young man as superintendent in Midwest plant with laundry volume around \$5,000 weekly. Prefer man 25 to 40 with family responsibilities. Future plans hold exceptional opportunities to the right man. **ADDRESS, Box 1150, STARCHROOM LAUNDRY JOURNAL.** -7

Production manager for New York State plant doing over one million per year in laundry and drycleaning. Please state all qualifications, past experience, salary expected and send picture. **ADDRESS, Box 1210, STARCHROOM LAUNDRY JOURNAL.** -7

MALE HELP WANTED—Capable working foreman for mechanical rug cleaning plant in Middle West. Prefer experienced man but will consider one with supervising experience in laundry or drycleaning. Real opportunity. **ADDRESS, Box 1092, STARCHROOM LAUNDRY JOURNAL.** -7

SALESMEN-DISTRIBUTORS WANTED

SALESMEN AND SEMI-EXECUTIVE. Old and well-regarded laundry supply house has three vacancies. 1-City sales position for experienced man involving practically no out-of-town travel. 2-Out-of-town sales position for experienced man in North-Central Florida. 3-Semi-executive office position for man experienced in laundry supply business. Application will be considered confidential. **ADDRESS, Box 1208, STARCHROOM LAUNDRY JOURNAL.** -14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flameproofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 1016-14

I have an excellent new product for laundries. I want men now selling to supply jobbers and laundries. This is an opportunity to grow with a new product manufactured by an old established firm. Regional sales managers needed immediately. Some distributorships open. Submit confidential details first letter. **ADDRESS, Box 1218, STARCHROOM LAUNDRY JOURNAL.** -14

The Mark Record Sheet

is a great check against inaccurate marking. Records the marks used in all bundles; permits location of lot for all marks

*Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.*

Used for years by hundreds of laundries
SAMPLES FREE

(All shipments C.O.D. unless check
accompanies order)

Price, per thousand\$7.50
5,000 or more, per thousand\$6.50

Starchroom Laundry Journal
305 East 45th Street, New York 17, N. Y.

SITUATIONS WANTED

Plant and Production Manager, linen supply and steam laundry. Years of experience with largest organization. All phases, ability and qualification to organize and systemize. Can produce successful, efficient method. Will furnish best reference. **ADDRESS**, Box 1180, **STARCHROOM LAUNDRY JOURNAL**. -5

Sales representative, laundry and drycleaning manager with 15 years experience, 41, thorough knowledge this industry, desires connection as manufacturer's agent or district man for Georgia and surrounding territory. Will promote new product with merit. Principals only. **ADDRESS**, Box 1212, **STARCHROOM LAUNDRY JOURNAL**. -5

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N. W. 2nd Ave., Miami 37, Fla. 607-10

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

S. SPITZER LAUNDRY MACHINERY SALES-SERVICE CO. New and rebuilt equipment. 556 E. 94th St., Brooklyn 36, N. Y. We repair all types of laundry machines. Specializing on all Troy Laundry equipment for the hospital and institutional laundries. Distributors for Huebsch tumblers, washers, Henrici washers, Bock extractors, Chicago ironers, washers, extractors, Glover's washers, extractors, Simplex and Gasway ironers. Specialties—Bishop products, press hoses, steam traps, valves, vee belts and parts. 1152-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3240-38

MACHINERY WANTED

WANTED: 60" or 72" shakeout tumbler, hot or cold. Service Laundry, 3320 W. Lake St., Chicago, Ill. 991-3
42 x 54" Troy washer, electromanual or electromatic, give serial number and price in reply. Rock Island Laundry, 1814 3rd Ave., Rock Island, Ill. 1179-3

SCHRAMM DOUBLE BRUSHER WANTED, 220 volt, 3 phase, 60 cycle. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1145-3
Zephyr NO-BAK ironer booster, 30" or 36" x 120". Queen Quality Laundry, 2624 Elmwood, Detroit 7, Michigan. 1194-3

WANTED—LARGE DRYING TUMBLER, AT LEAST 48 x 96 OR LARGER. 1 POCKET DESIRED. ADDRESS, Box 1199, **STARCHROOM LAUNDRY JOURNAL**. -3

Wanted—125—150 H.P. boiler, #6 oil, Must be in good condition. **LIGHT STEAM LAUNDRY, INC.**, 10-12 Winchester St., White Plains, N. Y. 1204-3

POWER PLANT EQUIPMENT FOR SALE

BOILERS FOR SALE: 1—Cleaver Brooks 125 H.P. oil fired #5 oil with new tubes, 1—New Steammaster 40 H.P. water tube oil-fired, 1—Used 100 H.P. Cleaver Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. **Chicago Used & New Laundry Equipment Co.**, 3128 W. Lake St., Chicago, Ill. 711-36

Air Compressor: Worthington three horse power. Good condition. **Whisler's Laundry**, 531 Broadway, Hanover, Pa. 1217-36

These helpful booklets

Can Show YOU HOW To:

► **Solve special problems**

► **Train new help**

► **Make more money**

1. "How To Clean Cotton Rugs" \$.25
step-by-step instructions for handling
shag rugs
2. "Manual for Training Silk Finishers" . 1.00
how to turn out top quality finishing
on all garments
3. "The Laundry Primer"50
ABC's of washroom operation
4. "Storage for the Drycleaner"50
guide to vault installation and operation
5. "Guide To Plant Layout" 1.00
in color; how to make your drycleaning
plant more efficient
6. "How To Train Finishing and Folding
Operators in the Laundry" 1.00
shirts, flatwork, wearing apparel—
how to produce top quality finishing
7. "Manual for Training Wool Finishers" 1.00
8. "Guide to Construction and Remodel-
ing of Drycleaning Plants" 1.00
9. "How to Build a Greater Demand for
Your Professional Laundry Services" . . 1.00

For one or more of these informative
books—circle number and mail coupon

STARCHROOM LAUNDRY JOURNAL

305 East 45th Street, New York 17, New York S-5

Send books indicated below.

My check for _____ enclosed.

1	2	3	4	5	6	7	8	9
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Name _____

Firm _____

Street _____

City _____ State _____

MACHINERY FOR SALE

LIQUIDATED EQUIPMENT from America's finest laundry plants. Several outstanding values on equipment in really excellent condition.

Huebsch 36 x 30", 4-roll Tumblers; American No-Trux Extractor with 2 sets of S.S. containers; American 6 roll, 120" chest-type flatwork ironer; American 4-roll, 100" chest-type, return-feed ironer; Prosperity Single-Lay cabinet sleeve press with folding tables; 10 New Troy 20" Extractors.

All items fully guaranteed. Many other leading items at low prices. Write, wire or phone.

KEYSTONE LAUNDRY MACHINERY CO.

411 N. Paulina St., Chicago 22, Ill. SEley 8-1667

9 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. **Special price \$225 each.** ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL. 4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

GASWAY IRONER, LATEST TYPE GAS HEATED CYLINDER 18 x 100", MOTOR DRIVEN, COMPLETE WITH AUTOMATIC CONTROLS. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1075-4

Prosperity Four Girl Power Circle Shirt Unit in good condition. Two sets of Huebsch Water Valves, 1 PO#922 Prosperity square press. 1 PO#316 Cutout Wearing Apparel Press. 1 New 2" Viking Pump. White Way Laundry, 271 Hall Ave., Wallingford, Conn. Phone Colony 9-4444. 1181-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

48" AMERICAN OPEN-TOP EXTRACTOR WITH MONEL BASKET AND MONEL SHELL, IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 648-4

MODEL 75 AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 4-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

AIR DRIVEN PRESSES: (2) American 51", (4) American Mushroom. All in good operating condition. Price \$395 for the lot of six presses. Whitehead Laundry & Cleaners, Inc., 411 McCamy St., Dalton, Georgia. 1157-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

FOR SALE:—1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb; 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPENTOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Wood cylinders and shells, replacements; any size, with new brass hinges and stainless-steel trim; also new wood washers, ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 188-4

For Sale: 1—Used 44 x 84" ROBOT two-pocket two-door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all-Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE-7763. 9628-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR and CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

For Sale: One Forse 75 SL Master double sleever, used, in very good condition. Cost new \$895. Will sell for \$290. 1197-4

Purkett Tumbler 72" Bigmouth with loading conveyor—used only three years. No reasonable price will be refused. Inquire, Dates Laundry Service, Inc., 1517 Kenmore Ave., Kenmore 23, N. Y. 1209-4

American four-roll 120" flatwork ironer with motor and controls—\$650. 2-pocket dryer, with motor—\$75. f.o.b., New Bedford, Mass. Telephone 7-9792. 1203-4

DUE TO MERGER, SURPLUS EQUIPMENT OF BUFFALO GENERAL LAUNDRIES OFFERED SUBJECT TO PRIOR SALE: PRESSES—Prosperity PC 2-girl and American Tiltor shirt units, well maintained; American apparel presses, Prosperity sport shirt unit less than one year old. TUMBLERS—Huebsch and American 37 x 30" and 36 x 24"; DRYCLEANING Hoffman 140F unit, complete; American Zoric Unit, Hoffman and Prosperity drycleaning press finishing equipment of all kinds. Drying cabinet, fur cleaning and cold storage vault equipment. Fantom-Fast marking and identification units complete. Key-Tag sets, air compressors, etc. GOOD CONDITION. EXCELLENT BUYS. INSPECTION INVITED. Located Buffalo, N. Y. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1214-4

DUE TO MERGER, SURPLUS EQUIPMENT OF BUFFALO GENERAL LAUNDRIES OFFERED SUBJECT TO PRIOR SALE: AMERICAN MONEL WASHERS; 42 x 96", 3 pocket; 42 x 84", 42 x 72", 42 x 64", 42 x 54", 42 x 36" all 2-pocket; 36 x 36", 1-pocket. Motor-driven and belt-driven. Also Prosperity 24 x 20" open-end washers. Located in Buffalo. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1215-4

EXTRACTORS AND FLATWORK IRONERS, OFFERED SUBJECT TO PRIOR SALE, DUE TO MERGER OF BUFFALO GENERAL LAUNDRIES. AMERICAN 40" EXTRACTOR, STAINLESS-STEEL CURB, MONEL BASKET, AUTOMATIC. AMERICAN 48" Extractors, Monel basket; 48" Tolhurst direct drive, copper basket; MONEX 17" Extractors. AMERICAN STREAMLINED FLATWORK IRONER, LATEST MODEL, 6 ROLL 110". PRIME CONDITION. AMERICAN and PARAMOUNT 6-roll ironers, 110" and 120". Located Buffalo. INSPECTION INVITED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1216-4

MACHINERY FOR SALE (Cont'd)

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6661-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6767-4

8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.
9318-4

48 x 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
9368-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 36" x 30" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
600-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, has late type Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit.
1165-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation.
1166-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us.
1167-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer, American 6-roll ironer, Ellis 54 x 120" 9-pocket stainless washer, American Cascade 42 x 84" washer, Troy 42 x 72" washer, American Tiltor shirt unit, Prosperity 4-girl unit and coat presses, Hoffman 42 x 90" tumbler, Huebsch 36 x 30" tumblers, Hoffman and American 48" and 60" extractors for laundries or cleaners, Hoffman 140F unit used two months, American 30 x 48" petroleum unit with filter, still, etc., brand-new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit.
1164-4

American Cascade 42 x 84" Monel washer, 2 pockets, 2 doors, latest one shot doors. SPECIAL PRICE \$1,795; 42 x 84" Hoffman Silvercrest Monel washer, less than 12 years old, SPECIAL PRICE \$2,350. Above machines motor driven, guaranteed in good running condition, excellent buys. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-37 9th St., Long Island City 1, N. Y. Stillwell 6-6666.
872-4

Bargains in guaranteed Tag-O-Letric marking machines, Ajax 2-girl shirt units. Want to buy Bunn tying machine. Parker's Sno-White Laundry, 584 Edgewood Ave., N. E., Atlanta, Ga.
1101-4

AIR-DRIVEN PRESSES: Forse 54" square-buck linen supply press; Forse 53" tapered garment press; Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEVada 8-8849.
891-4

AMERICAN and TROY 5-Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6766-4

TWINRAPID ROTARY PRESS UNIT, consisting of: 51" TAPERED AS WELL AS 2 MUSHROOM PRESSES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.
1118-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.
9706-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6910-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
4651-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.
6864-4

SURPLUS EQUIPMENT OF FINE LAUNDRY & DRYCLEANING MACHINERY from the HESSLER LAUNDRY and SEVERAL OTHER PLANTS and INSTITUTIONS. ACT FAST FOR BARGAINS! American 8-roll 120" FLATWORK IRONER; American 6-roll 120" FLATWORK IRONER; 42 x 84" American Norwood Cascade MONEL WASHERS, 2 pockets; 42 x 96", 3 pockets; 42 x 96", 8 pockets; 30 x 30" American Cascade MONEL WASHERS; 24 x 36" American Cascade MONEL WASHERS; American 54" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS; American 48" MONEL OPEN-TOP EXTRACTORS; 30" copper starch EXTRACTOR; all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a NUMBER OF OTHER ITEMS too numerous to mention in this issue. WRITE, WIRE OR 'PHONE: Sole liquidator: WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y., STILLWELL 6-6666.
790-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.
2240-4

ELLIS DRIER. 50" extractor with baskets. AMERICAN CASCADE washer, 42 x 84, belt drive, Monel metal, 4 pockets—excellent condition, priced below market. McInnes Laundry, 21st & Greenmount Avenue, Baltimore 18, Maryland.
1191-4

42 x 54" Troy washer, Monel, A.C. motor, excellent condition, 30" American extra deep extractor, Monel basket, one year old. 9.7 H.P. Wee Scot boiler, 125 lbs. 5" pins. Hampers. Nets, etc. East Marion Laundry, Inc., East Marion, Long Island, New York. Telephone, Greenport 7-0037.
1196-4

(1)—American synthetic (perc) cleaning unit—hot or cold, fully automatic, new in 1947, price: \$2,125. (1)—Butler 3,200 gal. filter, new in 1953—complete with motor-driven pump, new screens, scraper and all accessories, price: \$1,150. (3)—Hoffman foot-operated utility presses, price (each): \$295. (2)—Prosperity foot-operated utility presses, Model EA—new in 1953, price (each): \$260. (1)—Prosperity shirt unit—(1) body-bosom, (1)—triple-head, (1)—yoke press with upright or horizontal sleever plus damp box with folding table, price: \$1,975. (1)—American washer 24 x 36 40# cap, motor-driven, 220/1/60. Pric: \$525. (2)—Bock extractors, Model 24 BC—15# capacity, 220/3/60, price (each): \$205. (1)—48" extractor, stainless-steel basket, brake and timer, 220/3/60, price: \$1,560. Write, Wire or Call JENSEN MFG. CO., PALMYRA, NEW JERSEY, Market 7-1403.

Liquidating two complete laundries and cleaners. The Howard Laundry & Cleaners and Metropole Laundry of Chicago. Both plants have been closed due to mergers. We are liquidating all equipment to be removed from the building. 42 x 84" stainless-steel washers. 48" open-top extractors. Huebsch and American tumblers. American 6- and 4-roll ironers. Prosperity PC two- and three-girl shirt units. Vic 40 lb. Perk cleaning unit and all cleaning equipment. Air compressors. Starch cookers. Hanky ironers, vertical curtain machine, and all other pertinent equipment. Write or call for your needs—CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 West Lake Street, Chicago 12, Illinois, Phone: NEVada 8-7763.
1211-4

Advertisers in This Issue

A

Air Cooling Engineering Co.	77
Ald Inc.	67
American Laundry Machinery Co., The	44-45
Armour and Co.	4-5
Associated Business Papers	52

B

Beach Soap Co.	21
Behrstock Co., L.	88
Bishop David Freeman Co.	7
Bock Laundry Machine Co.	90
Braun Inc., G. A.	30

C

Campbell Box & Tag Co.	89
Chevrolet Division of General Motors	36
Chicago Dryer Co.	19
Cissell Manufacturing Co., Inc., W. M.	59
Classified Department	91-94
Columbia-Southern Chemical Corp.	53
Cook Machinery Co., Inc.	Third Cover
Cowles Chemical Co.	Fourth Cover
Cummings-Landau Laundry Machinery Co., Inc.	55

D

Divco Corp.	15
Dow Chemical Co., The	47

E

Elgin Softener Corp.	73
Ellis Drier Co., The	13
Eure and Co.	35

G

Gibraltar Fabrics, Inc.	51
------------------------------	----

H

Hammond Laundry-Cleaning Machin- ery Co.	49
Hoffman Machinery Corp., U. S.	29
Huebsch Manufacturing Co.	33
Hungerford & Terry, Inc.	74
Huron Milling Co., The	Second Cover

I

International Harvester Co.	79
----------------------------------	----

J

Jayson Silk Mills	83
Jomac, Inc.	60

K

Keever Starch Co., The	64
Keystone Laundry Machinery Co.	93
Key-Tag Checking System Co., The	88
Knitted Padding Co.	27
Kohnstamm & Co., Inc., H.	85

L

Leffel & Co., The James	76
Lever Brothers Co.	86, 89, 90

M

Manitowoc Engineering Corp.	24-25
Martens Chemical Corp.	86
Meese, Inc.	58

N

Nicholson & Co., W. H.	71
-----------------------------	----

O

Olin Mathieson Chemical Corp.	11
Orr & Sembower, Inc.	75

P

Philadelphia Quartz Co.	31
Pinnacle Products Corp.	90
Pocock, M. A.	43
Procter & Gamble	39
Prosperity Co., Inc., The	17
Purkett Manufacturing Co.	63

S

Smith, Inc., X. S.	80
Southern Mills, Inc.	1
Starchroom Laundry Journal	52, 92
Superior Combustion Industries Inc.	76
Swift & Co.	61

T

Taubman & Co., Samuel	86
Thomaston Mills	88
Tingue, Brown & Co.	87
Troy Laundry Machinery Div., American Machine & Metals, Inc.	3

U

Uni-Mac Co.	37
Unipress Co., The	23
U. S. Hoffman Machinery Corp.	29

W

Wershow Co., Milton J.	68
Western Laundry Press Co.	41
Wichita Precision Tool Co., Inc.	81
Wilson Chemical Co., A. L.	57
Wyandotte Chemicals Corp.	69

In The Wash...

Ion-Exchanger Correction

To the Editor:

We note what we feel sure is an error in your article "Tips on Ion Exchanger Care" appearing in the March issue of STARCHROOM LAUNDRY JOURNAL.

In the second paragraph under the subhead "Recharge Correctly" you state the regenerant solution is usually *caustic soda*. We feel sure the regenerant is common salt (sodium chloride) inasmuch as your article undoubtedly refers to the type of ion-exchange water softener used in a laundry to produce soft water for laundry use, and such equipment is always regenerated with salt.

FRED J. WILLIAMS
Elgin Softener Corporation
Elgin, Illinois

We appreciate your calling our attention to the error in identifying the regenerant solution in recharging laundry-type ion-exchange water softeners. That solution should have been common salt rather than caustic soda.—EDITOR

Big Call for "Big Thirst"

To the Editor:

We are wondering if it would be possible for us to obtain twelve thousand (12,000) reprints of your article on page 8 of the current edition (April 1956) of the STARCHROOM LAUNDRY JOURNAL, under the caption "Big Thirst."

N. R. HOFFMAN
H. Kohnstamm & Co., Inc.
New York, N. Y.

Old Cotton Nets Wanted

To the Editor:

Again I am writing you in regard to my effort to secure discarded cotton nets, as you were very kind to help me in 1952.

As many laundries are now using nylon nets, which I cannot use, I am unable to get enough cotton nets locally to keep me busy and owing to a recent stroke I am now unable to be on my feet very much and unable to get around in other cities looking for nets.

I wish to ask if there is any chance of your making a story of my misfor-

tune, stating my physical handicap and my urgent need of cotton nets, which I use to make cleaning cloths which I have been selling here since 1931.

I can furnish absolute proof of my physical handicap and of my not being able to secure employment.

The — Laundry in this city have sold me all their nets the past 25 years and will vouch for the above statements.

I will appreciate any offer of assistance.

H. F. RUNDEL
2009 Wilson Ave.
Louisville, Ky.

Re: Motel Laundry

To the Editor:

We enjoyed the editorial in your March 15 issue very much. We think our members would be interested in this, and we would like to have your permission to reprint this editorial.

You mention that you know the name of this plant manager. Would you please let us know who he is and who he is with? We would like to congratulate him on this fine bit of public relations.

PAUL HERR
Linen Supply Association

Still Asking for It!

To the Editor:

May we please have a reprint of an article entitled "What's Wrong With Laundry Service?"

This article appeared in your December 1955 issue of STARCHROOM LAUNDRY JOURNAL.

GENEVIEVE SMITH
In Charge of Textile Laboratory
Sears, Roebuck and Co.

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor
Starchroom Laundry Journal
305 East 45th Street
New York 17, N. Y.

Truck Maintenance Article

To the Editor:

We have read an article in your February 1956 issue of STARCHROOM LAUNDRY JOURNAL relative to truck maintenance (page 70) that we found extremely interesting.

We would greatly appreciate receiving three or four copies of this February issue, if possible, shipped to the writer's attention.

I believe this article is one of the best I have seen on an efficient maintenance program paying off in greater service life of vehicles.

V. M. HOGAN
International Harvester Company
Chicago, Illinois

Route Control

To the Editor:

I would like some information on drivers' routes and drivers' cards.

We have a few trucks covering the city and we find without the proper route cards the drivers are doubling back two to three times a day on the same run.

Hoping that you can supply us with this necessary information.

I. LANG
Rainbow Laundry Ltd.
Halifax, N. S., Canada

We assume your drivers are doubling back several times a day either because customers keep calling your office for service—which is good, or because your drivers failed to make proper contact the first time around—which is bad.

We are sending you a few examples of successful routemen control systems with the hope they will be of service to you.—EDITOR

Promotional Item Wanted

To the Editor:

Please send me address of wooden nickel supplier.

RICHARD E. HAGER, Manager
Meeker Laundry Co.
Marshalltown, Iowa

The wooden nickels are manufactured by Wendell-Northwestern, Inc., Minneapolis, Minn. We suggest that you contact them directly.—EDITOR

LOVE!

customers will love you...will love giving you their hard-earned cash when you personalize your laundry services with the new, versatile

cook washer

28 only **cook** washettes give you different, fully automatic wash-rinse cycles!

It takes a mere 15 seconds to skip, or add to, any part of your wash cycle with COOK'S exclusive quick-change, formula dials! Three water levels, too—just flip a switch to low; medium or high, depending upon your wash load.

Get correct temperature control, too, for every fabric, including temperamental miracle blends. Men's sport shirts, women's blouses and dresses—nylon, dacron, orlon—all lovingly laundered!

Starch to that just right degree of stiffness. Satisfy each customer's taste—a little starch for the casuals... heavy starch for the stiffies!

LOVE MONEY? You'll get it with a **COOK WASHETTE!**

Write for your new catalogue and nearest authorized **DISTRIBUTOR** right now!



100 lb. CENTURY

MANUFACTURERS

OF LAUNDRY

EQUIPMENT



**MACHINERY CO.
INC.**

4128 COMMERCE ST., DALLAS, TEXAS

**GET EVERY LAST
BIT OF SOIL...**



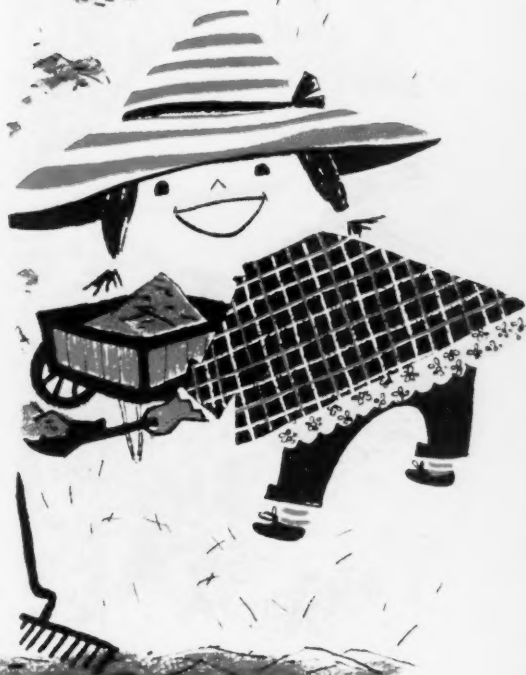
with
Cowles
DRISUDZ

followed by

Cowles
ESCOFOS

**It's a simple washing formula—
easy to follow—and very thorough**

With Cowles DRISUDZ, loosen the soil in a good heavy suds on the break. Scrub out the stains in a carry-over suds—no supplies, just hot water. Then get the "left-overs"—lime soap, acid soap, redeposited soil—with Cowles ESCOFOS in the bleach suds. Dissolve ESCOFOS right in the bleach, if you want to. You won't need a great deal of bleach, though. DRISUDZ and ESCOFOS get most of the stains out—and *all* of the soil.



Let your Cowles Technical Man help you install this simplified DRISUDZ-ESCOFOS Formula. You'll be proud of your washing quality. Your customers will be pleased with your quick service.



Cowles

CHEMICAL COMPANY

7016 Euclid Ave. Cleveland 13, Ohio